

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
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B. A. I. S. 1920 with
N. W. Ayer & Son.

The Magnetism of Success

WHEN Balzac chose literature as a profession, his father remonstrated—"In letters, one must be either beggar or king." "Then I will be king," the son said.

The will to succeed is a magnet that attracts success. Take the case of Westinghouse. First the Air Brake. Then Automatic Railway Signals. Now it is the Westinghouse Battery.

This concern has a habit of success which augurs especially well for this new product.

In making an advertising connection what could be more natural than for the Westinghouse Union Battery Co., of Swissvale, Pa., to employ an agency with like traditions? Success is magnetic.

What could be more natural than for us to charge the message with the magnetism of the Westinghouse name and reputation for performance?

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



The Reference Guide that Buyers order and pay for. They want it and use it. Circulation 99% paid.

More than 25,000 concerns (*) have ordered it, paid for it and are using it. Its PAID circulation is four times that of any similar Reference Guide and double that of all others combined.

(*) Not all 1921 edition. Some subscribers use one edition for two or more years.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

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April, 1921, Issue

**6261 Advertisements
2372 Advertisers**

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

Used in the offices of a large portion of the important concerns in all lines thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

Get the A. B. C. Report on Thomas' Register, also on all other publications of similar purpose, and note their PAID Circulations. This is the infallible measure of the value of each.

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXVI

NEW YORK, SEPTEMBER 22, 1921

No. 12

Is "Service" Coming Back to Its Pre-War Position in Business?

Technical Service Advertising of the United States Tire Co. Well Illustrates New Tendency

By John Allen Murphy

AS this is written I am going through the throes of buying a new furnace. I may, therefore, be presumed to write on this question of service, buttressed with some first-hand information. The decrepit boiler has just about given up the ghost. The old boy never did very good work, even when he was in his prime. On a mild day, when the work to be done was easy, he performed splendidly. But when the thermometer took a tumble and there was real heating to be done, the furnace did little more than put up a gigantic bluff. He puffed and sputtered magnificently, like a fat man climbing a hill, but he fell down on his real job, which was to get a sufficient amount of steam into the radiators.

It is many an impatient word that furnace evoked from my lips. I now know, though, that the poor old fellow was not to blame. He did the best he could. A competent heating engineer tells me that he wasn't half big enough to do the work he was supposed to do. I had been trying to get a twelve-year-old boy to do the work of a full-grown man.

Why was such an undersized furnace put in the house in the first place? Who was responsible for the original mistake? Was the owner so blinded by false economy that he foolishly tried to save a few dollars? If the contractor knew his business, why

did he deliberately install a furnace that wasn't big enough for the house? How about the manufacturer? Wasn't he placing an unfair handicap on his product by letting his distributors man-handle a perfectly good order in such bungling fashion?

The aforesaid heating engineer is able to answer all these questions. "The unfortunate competitive bidding system, which has largely prevailed in the building business," he said, "is responsible not only for these makeshift heating installations, but for many other abominations to be found in our dwellings. As a rule, a building contractor got a job as the result of a low bid. He, in turn, let the sub-contract jobs out to plumbers, electricians, painters, etc., on the bid system. The competition was keen. The heating contractor was obliged to figure on a size of boiler that would just about get by. If he was too generous in his estimates, the chances are he would lose the business. He had to skimp, not only on the size of the boiler, but also on radiation and in every way he could. That boiler you have, if expertly operated, under ideal weather conditions, would give satisfactory service; but the trouble is conditions are seldom ideal. Not so many inefficient installations are being made these days. The competitive bidding method still exists, but architects

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are now more generally employed, and besides the building inspection laws are much more rigid. The architect will not let the contractor get away with a slovenly job."

There we have a very good example of the need for service in

service furbelows, that were tacked onto many propositions just to furnish an additional talking point.

Many industries were glad to eliminate the extravagant service that competition had forced into the business. It had become a source of great expense and was

often an important cause of high prices. In too many cases, though, the pendulum was allowed to swing too far in the other direction. Service that enabled the buyer to get greater satisfaction out of a product was allowed to lapse. In many lines, the merchandise itself, without the service that goes with it, may be of little value. This is easy to understand. To a great extent American manufacturing is founded on new inventions, and other new products that are being made for the increased comfort and convenience of the people. Letting people know of the existence of these articles and telling them how to use them is distinctly





Toilet Goods of known Quality

AT drug stores throughout the country these goods are daily being asked for by name:

Pears' Soap, known throughout the world; "Vaseline," a household word; Garden Court preparations, a leader in over 7,000 Penslar Stores. Products of merit, each of them. Efficient sales work plus advertising won them their markets.

We prepare the general advertising for these and other well-known toilet articles. We are familiar with the kind of consumer appeal required for such products and we have had long experience with marketing through their various channels of distribution.

There are many toilet accessories of merit that do not compete with those we handle. If you make or sell such a product, we solicit an inquiry from you. We believe we can serve you to advantage.



THE H.K. McCANN COMPANY
Advertising 61 Broadway New York
CLEVELAND SAN FRANCISCO TORONTO



been adequately served. Heat is what we expect out of a furnace, and a manufacturer should follow his sales through to see that his customers get what they bought.

So that is why real service is necessary. This answers those numerous inquiries which PRINTERS' INK has been recently receiving as to whether service is coming back. You can bet your life it is coming back. Business cannot get along without it. If you watch business closely from now on, you will be impressed with the rapidity with which service is coming back. We were able to get along without it during the war and the hectic months that followed it, but we cannot get along without it, now that competition has once more swung itself into the commercial saddle.

ORGANIZED FOR TECHNICAL SERVICE

About as inspiring an illustration of real service and the need for it as I have encountered recently is the newly established Technical Service Department of the United States Tire Co. I dropped in to see S. P. Thacher, technical assistant to the president, the other day, and had him explain the workings of this new department. By the way, notice Mr. Thacher's title. Haven't seen many titles like it, have you? The position of "assistant to the president" is found frequently. Often the job of "assistant" is second only in importance to that of the president himself. The "assistant" is supposed to get things done for the president. Sometimes the "assistant" specializes. I know one president whose interests are mainly with the selling side of his company. He has to give so much attention to other phases of the business, however, such as production and finance, that he hasn't time to act as the sales executive. This duty has been delegated to his "assistant," who is actually sales and advertising manager of the organization, although bearing the title of "assistant" to the president.

Mr. Thacher also specializes. It is his duty to clear President Gunn's manufacturing problems.

Hence the title "technical assistant." That is why the new service department, which is essentially technical, comes under his jurisdiction. In explaining the reason for this innovation Mr. Thacher declared: "Our Technical Service Department was organized in an effort to prevent economic loss through the use of wrong tires as well as poor tires. In the trucking field, for example, every vehicle operates under slightly different conditions from other vehicles, and in the development of tires we have been guided by the indisputable fact that different conditions, roads, loads, speed, etc., require different types of tires. There is as little reason to believe that all trucks can use the same type of tire, as that you or I can wear the same kind of shoes when we are dancing, walking or hunting."

The layman would imagine that the experienced truck operator would know what type of tires to use. It is easy to see where he could be undecided as between two different brands of tires, but you would think that a man who owns a truck would know whether a pneumatic or a solid tire is best suited for his purposes. Such is not the case, however. No sooner had the company announced its new service than it was swamped with inquiries. Hundreds of truck owners showed by the promptness with which they wrote in for information that they had tire problems galore. And the inquiries did not all come from one class either. They came not only from the humble vegetable dealer with his little second-hand Ford, but also from the large corporation operating a great fleet of trucks. The problems that these correspondents propounded are as diverse as they are interesting. The problems are so largely individual that the work of the Technical Department has to be almost altogether personal. A personally dictated letter has to be written to each inquirer. He cannot be answered by forms.

Just a few minutes before I
(Continued on page 137)

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Editorial Prestige

The A. B. C. statement of **THE AMERICAN WOMAN** for the first six months of 1921 shows a circulation of 524,421. While this is well over our guarantee, the efforts of our editorial department in adding such additional features as our two color Cut Out Department for children, and increasing the volume of our magazine is receiving substantial recognition in the form of increasing circulation.

Advertisers should keep themselves posted about **THE AMERICAN WOMAN** and the important part it plays in the small town field.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Phoebe Snow Returns to Grace the Advertising Pages

Forehanded Advertising Being Done by Railroads in Advance of the Time When People Will Travel More Extensively

By J. G. Condon

BACK from Elba, Limbo, or wherever it is that advertising characters retire when circumstances of one sort or another force their temporary retirement, has come the fair and winsome Phoebe Snow. Once more her wind-tossed tresses and piquant features grace the advertising stage while she cries, in lilting verse, as of old:

A roadbed planned
By Master hand,
With mountains moved
And valleys spanned—
From height to height
Like arrow's flight
Now runs the Road of Anthracite.

Phoebe Snow has not been entirely out of sight since a hard and cruel Railroad Administration placed her in taboo. She has appeared in behalf of a facial cream and also of a brand of underwear, but she was not the pristine Phoebe who had no fear for her white frock because she was a regular patron of the Lackawanna Railroad—the Road of Anthracite.

Now, however, she has returned as of yore, and it is promised is to appear often in future. While Phoebe is not exactly in the featured role of the Lackawanna's newest copy, she plays an important part—a sort of ingénue, as it were—and adds a touch that goes to make the advertisement more readable.

In its first advertising of importance since the line was turned back to its owners at the end of Federal control, the Lackawanna adheres to its established policy of selling the road to the public as the last word in modern transportation. Just prior to Government operation a happy slogan, "Mile for mile the most highly developed road in America," came into use in Lackawanna copy, and

while it does not appear in the present instance the sentiment is unquestionably there for those who know the railroad. The copy, headed "Engineering Triumphs of the Lackawanna," starts in a historical vein.

"When George P. McCulloch conceived the idea of the Morris and Essex Canal while fishing at Lake Hopatcong," it reads, "he put engineering genius to a new and tremendous test. To make boats ascend some 900 feet over the formidable New Jersey hills called for the substitution of inclined planes for locks, and the carrying of barges and their cargoes on land-cradles for hundreds of feet. Yet it was done and from 1830 to 1870 this grand old waterway was one of the country's important arteries of commerce.

"Through the same territory and often paralleling it runs the highway of steel which is its modern successor. The builders of the Lackawanna Railroad were confronted in New Jersey by the same stubborn hills which sought to oppose the canal. Only the railroad men were not content merely to surmount these hills but, by successive and continuous improvements, they have sought to 'iron out' and straighten their line.

"By the Pequest Fill, a miniature mountain range three miles long and 100 feet high; by the Paulin's Kill Concrete Viaduct, 1,100 feet long and 120 feet high; by the 1,450-foot Delaware River Bridge, they have sought recently at tremendous expense to make the Lackawanna's path through this territory just as straight and true, just as time and mile-saving, as engineering genius can make it."

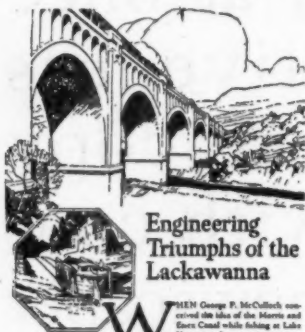
Phoebe's verse about the arrow's

In the art gravure, you obtain at once the effectiveness of magazine copy coupled with concentrated newspaper circulation in the territory you wish to develop.

In Brooklyn, but one newspaper offers such service—the Standard Union.

R. F. P. Huntman

flight hooks up closely with this, while one of the Lackawanna's great concrete viaducts is contrasted in the illustration with a lumbering canal-boat in a cradle ascending a plane—the transpor-



Engineering Triumphs of the Lackawanna

When George P. McCulloch conceived the idea of the Morris and Essex Canal while fishing at Lake Hopewell, he put engineering genius to a new and tremendous test. To make better use of the water of the Lackawanna River he called for the submission of railroad plans for locks, and the carrying of barges and their cargoes on load-crates for hundreds of feet. Yet it was done and from 1830 to 1830 this grand old conveyance was one of the country's important arteries of commerce.

Through the same territory and often paralleling it runs the highway of steel which is its modern successor. The builders of the Lackawanna Railroad were confronted in New Jersey by the same stubborn hills which sought to oppose the canal. Only the railroad men were not content merely to surmount these hills but, by successive and continuous improvements, they have sought to "iron out" and straighten their line.

In the Pequannock River, a miniature mountain range, three miles long and one hundred feet high, by the Peconic's Kell Concrete Viaduct, 1100 feet long and 120 feet high, by the 1650 feet Delaware River Bridge, they have sought recently at tremendous expense to make the Lackawanna's path through the territory just as straight and true, just as clear and well-kept, as engineering genius can make it.



See Peconic Station.
"I realized plans."
By reason of
which construction
of a waterway
from length to length
Lake Erie's Erie
then was the head of
navigation.

LOCATIONS OF THE LACKAWANNA RAILROAD

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These routes are shown in Lackawanna's Standard Map and other publications. See also Lackawanna's Standard Map and other publications.

For detailed information consult the Standard Map.

LACKAWANNA

PRESAGING A RETURN OF COMPETITIVE
NEWSPAPER ADVERTISING

tation method used on the Morris Canal when heights too great for an ordinary lock were to be scaled. Attached to this advertisement is a statement showing the service the Lackawanna offers.

This latest advertisement is one of a series, apparently, railroads running out of New York have inaugurated recently calling attention to their Western service. Since early in the days of Federal

control when the trains of the Baltimore & Ohio and the Lehigh Valley were ordered from the Jersey City station of the Central Railroad of New Jersey, both lines have used the uptown terminal of the Pennsylvania in New York City. Recently, however, the Baltimore & Ohio negotiated a new contract with the Pennsylvania in this connection and the occasion has been seized upon as an opportunity for some big space advertising in New York papers. A large pen-and-ink sketch of the terminal, from an unconventional angle, occupying half of the space, has been supplemented by a skeleton map showing at a glance the principal points reached by Baltimore & Ohio service from New York, Philadelphia and Washington.

The New York Central, always a consistent advertiser, in its most recent copy has applied the institutional idea it has so consistently emphasized, particularly to its passenger service. Note these paragraphs:

"Over the natural highway from New York to Chicago there are operated daily twenty all-steel through trains, including the renowned 'Twentieth Century Limited,' manned by a picked personnel of acknowledged high morale.

"The water-level route of the New York Central Lines between New York and Chicago has been favored by travelers for more than half a century because of the maintenance of New York Central standards of service."

And to this is added a list showing the schedule of "the most famous trains in the New York-Chicago service."

These advertisements of the Lackawanna, Baltimore & Ohio and New York Central are only the first. There is real reason for believing that other lines in the same general service, the Pennsylvania, the Lehigh Valley and the Erie will soon follow suit.

But why this sudden activity by the Eastern railroads? Business, from a passenger standpoint, is not particularly good and there have been no unusual additions to

One of the Steps— An Audit of Policy Facts



WE recently submitted to a large manufacturer a questionnaire designed to dig up the full inside facts of the business.

The president of that company called executives and department heads together and reviewed the questionnaire with them. He then divided the 193 main questions among 30 executives.

This mass of first-hand data has now reached us. It goes deep into the company's past and present experience in manufacture, production, market, demand, distribution, competition, merchandising, sales and advertising. Opened out, sorted, collated, coordinated and audited, these facts point out a clear road of future action. Guesswork and opinion from the inside have been eliminated.

This is always a first step in the Richards' plan of "Facts First then Advertising." The results of our Client's Questionnaire either furnish an immediate basis for sales and advertising plans, or determine whether a supplemental field survey is necessary. Experience has proved this plan a sound one.

We shall be glad to explain to interested executives *all* the steps in building a Richards' "Book of Facts," made to your business.

JOSEPH RICHARDS CO. INC.

EST. 1874

NINE EAST FORTIETH ST. NEW YORK

RICHARDS

the service that has been offered. The answer is that the railroad men, keenly alive to the situation, have realized that these are the times to begin driving home information regarding their lines to the public that will travel when the situation improves. When that greatly desired state of affairs arrives, the tourist or the person who travels on business will not be disposed to stop and consider new ways of reaching desired points. They will incline toward the line of least resistance—which is not always the best, whether said line be a railroad or something else. Right now, railroad traffic men argue, is the opportunity to get these people thinking of new ways to go and much of the railroad advertising appearing today is being written with that thought in mind.

Newspapers Hold National Advertisers' Conference

A conference of national advertisers was held at South Bend, Ind., on September 20 under the auspices of the Bureau of Advertising of the American Newspaper Publishers Association and the South Bend Tribune. In addition to the large number of advertisers present newspaper men from Indianapolis and Southern Michigan and representatives of the Chicago advertising agencies attended this meeting.

F. Guy Davis, Western manager of the Bureau of Advertising of the American Newspaper Publishers Association, addressed the conference on national newspaper advertising before an open forum on the subject was held.

This is the first of a series of conferences of this nature that will be arranged in industrial centres with the co-operation of newspaper publishers.

Mercer Motors with Batten Agency

The Mercer Motors Company, Trenton, N. J., has placed its advertising account with the George Batten Company.

Weber & Heilbronner, men's clothiers, New York, have retained the Batten company as advertising counselors.

Atlanta Agency Has Lime Cola Account

The Lime Cola Company, Montgomery, Ala., has placed its advertising with the Geo. W. Ford Company, Atlanta advertising agency. A newspaper campaign is now being conducted in principal Southeastern cities.

National Specialty Manufacturers to Meet

The programme for the eighteenth annual convention of the National Association of Advertising Specialty Manufacturers which will be held in Chicago from September 26 to 29, gives much attention to selling problems.

On the first day, Monday, of the convention, after reports of officers and committees have been read, an address on "The Complete Circle in Advertising" will be given by John Sullivan, secretary of the Association of National Advertisers.

At a session to be held on the second day, Tuesday, addresses will be made by Noble T. Praigg, of the United Typothetae of America, Charles L. Estey and Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World.

The chief discussion of selling problems will take place on Wednesday. At this session, under the chairmanship of T. C. Davis of the Gerlach-Barklow Co., there will be fifteen- to twenty-minute discussions on subjects such as: "What Are We Doing to Make Advertising Specialties Pay the Advertiser"; "The Education of the Salesman"; "Cultivating the Territory"; "The Value of the Sales Convention"; "Getting Dividends Out of the Association for the Sales Department."

On Wednesday evening at the annual banquet Dr. Chas. Aubrey Eaton will speak.

The Thursday afternoon session will be an executive session. The session will start with the discussion—"What We May Expect During the Coming Year, — Labor, — Costs, — Credits, — Sales," led by Theo. R. Gerlach of the Gerlach-Barklow Company, H. B. Hardenburg, H. B. Hardenburg Company, D. G. Gayle, of The American Art Works, and others.

F. A. Seiberling Retains Fuller & Smith

F. A. Seiberling, founder and former president of The Goodyear Tire & Rubber Company, Akron, O., has retained Fuller & Smith, Cleveland, as advertising counsel. Mr. Seiberling plans to operate a number of tire factories, included in which number is the Lehigh Tire & Rubber Company, New Castle, Pa. When final plans have been completed it is expected that the factories involved will have available sufficient capacity to turn out about 10,000 tires a day.

Hearst Advances Victor A. Watson

Victor A. Watson, for the last three years city editor of the New York American, has been appointed assistant publisher of that newspaper by William Randolph Hearst. Mr. Watson retains the title of city editor in addition to the title of authoritative managing director. He has been associated with the Hearst publications for the last twenty years.

When a newspaper makes a bet

A newspaper is always wagering on its ability to give the public what it wants to read.

The *New York Evening Post* backs common decency.

It has never believed that the doings in police courts, the criminal records, or the lurid violations of common decency that make the passing scandals are the principal topics of public interest.

To give the intelligent, substantial public all the news that is worth printing, told in bright, cheerful, friendly style, is what the *Evening Post* lives for.

Instead of attempting to be the most active scandal-monger in the city, the *Post* makes its features every day the big events of national, foreign, State, and civic news, and special articles by experts qualified to interpret the news as it bears upon politics, social life, and business.

That is why the *Evening Post* has such a remarkable clientele, and is so remarkably effective in influencing that clientele.

*1921 is the Post's
greatest advertising year*

Whether you "boss"
many people or only
yourself, are you earning
your pay—as a boss?

Samuel M. Vauclain says
the first duty of a boss is
to be "red-headed and
hopeful."

Read his article in Collier's
for September 24.

Collier's
THE NATIONAL WEEKLY



Market Analyses Add to the Value of NEWS and AMERICAN Space

FOR the last several years we have been investigating the distribution and sale of a tremendously broad variety of products in the Baltimore market to the point where we now have an elaborate library of trade investigations, the material in which is very valuable but is instantly available to manufacturers or their representatives in Baltimore.

We have, however, investigated so many lines and have such a volume of this material on hand that we feel it is only fair when we are requested to make *special* investigations that advertising agents acquaint us with the identity of the clients for whom this information is sought, and assure us of a compensating advertising schedule, should the information presented indicate that the advertising has a reasonable chance of success in the Baltimore market.

Also it seems to us the decision should have been made that our papers will be used should Baltimore be taken up, *before* we are asked to render this co-operation.

Make The NEWS and The AMERICAN your Maryland choice! With an intensified combined circulation of 180,000, daily and Sunday, latest A. B. C. audit, these papers offer a thorough advertising cover of Baltimore and much of Maryland. Combined rates, 30c daily, 35c Sunday, on 1000 line contract. Sunday AMERICAN Rotogravure, 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

I have a web

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago



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Actline Copy—The Matter That Makes Advertisements Instead of Announcements

Further Discussion on the Subject That Too Few Advertisements Are Designed Primarily to Sell Merchandise

By Benjamin H. Jefferson

Advertising Manager, Lyon & Healy

IN my recent article in *Printers' Ink Monthly* on Advertisements vs. Announcements, in which I set forth that out of fifty-one full pages of advertising in a leading weekly there were only six advertisements, the remainder being announcements, I presented illustrations to prove my statement, and I pointed out that all advertisements in time turned into announcements. This article brought an immediate response from a number of the keenest advertisers in the field.

So many have wanted copies of this article that a reprint has been made, of which I still have a few. Any reader is welcome to a copy by writing for it.

If I am correct in my idea that we have spread before us in our national mediums almost ideal engines of publicity, and that they are in the majority of cases being used by space-buyers only in a more or less perfunctory way, the tremendous importance of Actline copy becomes apparent. The word is derived from the Latin, *actus*, the doing of a thing, and the Latin, *lineare* to reduce to a straight line.

The term signifies advertising copy that has a news value, couched in vigorous Anglo-Saxon. It boldly presents a new image of a thing or its use to the public, and by appealing to the strongest human motive possible in each case, it produces a general turning toward the article advertised upon the part of the public. A recent test of an advertisement and an announcement, both full pages, in the same medium, produced for the advertisement 333 replies and for the announcement only 17,

thus bearing out my belief that an advertisement is at least ten times stronger than an announcement.

Here may I insert one of several recent remarkable experiences? A very prominent national advertiser showed me an advance proof of a full page he was about to release. He demanded my opinion. He knew that I am not an advertising man in the sense of having any financial interest in advertising or publishing as a profession or business, and so my attitude toward advertising is simply that advertisers must "make it pay." All vested interests, personalities, likes and dislikes, etc., fall entirely outside of research work. I glanced at his page and said:

"It is one of the best announcements I have ever seen—but it is only an announcement."

The president of the company is nothing if not emphatic. So he slammed his fist on his desk as he rejoined:

"Well, by heaven! But our next page will be an advertisement if I have to write every word myself!"

"ACTLINE" COPY MUST BE LIVED

Here is one of the fundamentals of Actline copy—it cannot be written by a passerby. It must reach down to the very roots of the business. If the captain of the concern does not think it worth his while to study out a message to the public that will cause a general turning toward his product, then Actline copy is impossible; an announcement is the thing for that concern, and the more deadly conventional, the easier it will be to sell it to the house.

But any advertiser knowing

Actline copy when he sees it can produce it after perhaps a few months' scientific study and a series of experiments made in good faith and observed with an unbiased mind.

The issue is, and always will be, vastly confused by the fact that so much advertising is being pulled along by the business, instead of pulling the business up to new planes of usefulness and profit.

Furthermore, an advertiser will hear from an announcement, and perhaps to a profitable extent, and he is apt to feel a superiority in direct proportion to the negative quality of his messages to the public. Who has not felt, when viewing a successful institution, that it would be fine to go it one better and to own a growing business that was independent of offices, clerks or storerooms?

As some of the one-time strongest opponents of the Milline system are now its most active adherents, I also look for Actline copy enthusiasts among advertisers who up to this moment have been proud of their catalogue pages or signs—the two varieties of announcements so much in evidence in our national mediums. In a word, advertisers will try Actline copy who have hitherto been satisfied with business from prospects (people already interested) instead of from the world.

Can every business produce an advertisement? This is a fascinating question. It can do so, I am sure, only by the use of Actline copy. Is there at the present time an advertisement running of coal, collars, coffee or cucumbers? Or a thousand other articles in daily use? Is an announcement all that is possible for them?

THREE "ACTLINE" ADVERTISERS

There is before the public this year (among others) an advertisement of a toothpaste; an advertisement of a fountain pen; and one of a yeast. All three are Actline. I do not know their writers. They will make dollars for their fortunate owners where announcements would bring in only dimes.

Perhaps the attitude of the average vested interest toward Actline copy can be shown as well in these three articles as any others. I asked my dentist if there was anything in this film on teeth. "Nonsense!" said he, meanwhile scraping the film off my teeth. I asked a salesgentleman in a big jewelry store if a certain fountain pen really contained two miles of ink. He squelched me properly by saying he personally had used the ——— pen for over twenty years. And as for the yeast, Dr. ——— had a good laugh over the latest in germs, which he said his wife and daughter were taking twice a day.

Why do the dentist and the doctor and the salesgentleman scoff? Because they are static. They are walking announcements. They have arrived. Their minds are closed. The doctor has enough germs he can call by their first names without newcomers; the dentist says "Powdered chalk is as good as anything," and the salesgentleman uses a pen he received from a deceased relative. And if these representatives regard an advertisement with quiet but none the less deadly opposition, how much more difficult it is to gain the active support and sympathy of their principals.

I remember, several years ago, when as a diversion I wrote an advertisement for my banker. It set forth the formation by him of a Christmas Club—and actually revealing, yes, giving the secret away, that so much coin deposited each week for forty weeks, would, including interest, amount to \$100 on December 24. He made me realize (in a nice way of course) that I was a foe to society, and that such ideas would undermine all banking institutions. But within two years he was hard at it—meeting with unheard-of success in securing depositors—and now "everybody's doing it!"

In casting about for a suitable name for the kind of copy that produces an advertisement instead of an announcement, I chose Actline because such copy first of all inspires action. If it fails there,

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it fails everywhere. In the next place, it views the particular product to be advertised as a definite act. It is the very opposite of copy which reads about as follows:

"Owners of ——— tell others of the peculiar excellence of the ———. Every workman engaged in the great ——— factories views his individual task not as ordinary labor but as a solemn duty. Is it any wonder that ——— stands alone today?"

You will observe that the blanks in the foregoing can be filled in with carpet sweepers, automobiles, pianos or cranberry sauce. Its fits all equally well. The idea is to build prestige, instead of letting the prestige of a concern shine forth spontaneously from its product and deeds. What would you think of a man who, instead of talking in a simple fashion of the little contribution he may have been allowed to make to human progress, would insist on narrating his virtues and diagramming his resources? Personally, when an advertiser makes it clear to me that I am indeed fortunate to be allowed to spend my money with him, I always look for my hat.

Actline copy, I believe, will supply the idea and the phrase for which many advertisers are hungry at the present time. Publishers who feel that they have been caught in a sort of deadlock, by reason of their space being used in a manner to produce only fractional results, I am sure will cooperate to the fullest extent.

Who can write Actline copy? Practically every advertiser who wills to. I have seen an advertiser change overnight from sentence lengths of twenty-five words leading nowhere to sentence lengths of ten words going straight to the new and striking element in his business. I have seen more than one owner of a product view with alarm the smashing advertisement of his product by a retailer, and after writing a sharp letter saying that such things must not be, end up by changing his national announcement, which tabulated the

number of windows in his factory, into an advertisement written in line with the retailer's viewpoint.

1. What is new?
2. What is vital?
3. What is interesting?

These are the three points, and they give wide latitude. The old formula of copy confused mere elementary preparation with an active scheme of work. Advertisers building upon the ultra-conventional lines are in the same boat with a novelist who takes the study of grammar too seriously. All great successes come from using scholastic ideas simply as a point of departure—a jumping-off place.

Retailers of all kinds are producing fine examples of Actline copy, and much of it might be called inevitable—because their angle of merchandising demands visible results. They realize that an announcement of goldfish, even if embellished with a picture of the Pacific Ocean, won't get very far. But an offer to give "three genuine fan-tailed goldfish free with every bowl" may crowd the store to the suffocation point. And all these buyers are the general public—not prospects—not people who were sitting at home worrying over where they could buy a goldfish.

But of course the producer of goldfish is only interested in the sale of, let us say, Ichi Ban goldfish. And he cannot advertise special offers, since he sells through thousands of retailers. Can he do better than to print a picture of a goldfish and the announcement:

.....
INSIST ON
.....
. ICHI BAN GOLDFISH .
.....

Or can he improve upon a page filled with small type stating that Ichi Ban goldfish seven inches in length are \$3.60 a dozen, but that the eight-inch size are \$4.15 per dozen—in short, a regulation announcement catalogue page?

Let us review the Actline principle. Let us re-read the Actline

points with direct reference to this problem. Can we find a clue in the fact that the average flat is so dry that the furniture is falling apart and the wallpaper is peeling from the walls? Is it true that a bone-dry flat conduces to throat and lung troubles?

Suppose now that we take another problem of a more usual sort. It is an announcement which I find now running of a fire-insurance company. The text, which is embellished with the cut of an office building, sets forth:

1. That this company was organized seventy-five years ago;
2. That it has \$10,000,000 capital;
3. That it would be pleased to have your business.

The first appeal is on the basis of history, one of the very weakest of motives inspiring action. The second appeal is on the basis of responsibility, a detail only; and the third appeal is almost entirely destitute of force. For who will spend money with us simply to please us? Of course the insurance people will say that this very dignified announcement puts them in the proper light before people who are in the market for fire insurance. In other words, they are willing to admit that they use this expensive space on the same basis as a merchant who loves to announce to people who are already in his store that he has a very nice store and would like to have them for customers.

Suppose that this fire-insurance company used Actline copy. It would begin, if possible, with the appeal to the strongest of human motives, and follow this with an appeal to the second strongest motive. Every eye that scanned that page would know something about what that concern has to sell; something which is so bound up in red tape now that who would care to hazard a guess as to whether it would cost more to insure your auto against fire or your house against burglars or your barn against wind?

That Actline copy will produce

adequate results even where only the third strongest motive is used has been proved to my satisfaction by a number of experiments. For instance, I wrote fifty Actline advertisements for Trinity Church, Niles, Mich., all making their appeal through love or affection. This advertising increased the attendance and revenues of this church 50 per cent, and changed its position in the public mind, so that it has become widely known as a leader.

In closing, I will touch upon the steady deterioration of advertisements into announcements. Many of the most conservative, dry-as-dust trade-marks and advertising devices of today were once in the front rank as attention-arresters. That was when they created public comment—when the founders of the concern were in the saddle and compelled the world to sit up and take notice. Now these announcements, shorn of every bit of novelty, are paraded forth in the belief that they will again exercise their old-time magic. They are used to fill the space that might carry an up-to-the-minute message. Happy indeed is the house if its product is not so far behind the times as its listless announcements.

An announcement is like the placid lily, but an advertisement is a flaming poppy.

Agency Organized in Boston

The Henry Knott, Incorporated, advertising agency, has been established at Boston, Mass., by Henry Knott, president, and Frank T. Day, treasurer. Mr. Knott was at one time in charge of advertising for the Waltham Watch Company. Recently he has been associated with Daniel E. Paris, advertising agency, Boston. For six years he was with the Greenleaf Company, Boston, advertising agency.

Mr. Day was formerly sales manager of the Waltham Watch Company.

Thatcher Nelson, recently with Perry & Elliott; Theodore H. Sweetser, formerly with the S. A. Conover Company; Miss Grace E. Snow, who has been with the P. F. O'Keefe Advertising Company, and Miss Gertrude M. Conors, recently with Wood, Putnam & Wood Co., have joined the staff of the new agency.

Among the accounts obtained are: Waltham Watch Company, Waltham, Mass.; Reed & Barton Silverware Company and Theodore B. Starr, Inc., New York.

Seal of Philadelphia

City
Population
1,823,779



Separate
Dwellings
390,000

Dominate Philadelphia

If you were to ask most any intelligent Philadelphian how to make your advertising do the most good in Philadelphia, the reply undoubtedly would be:

"Put it in The Bulletin"

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily or Sunday newspaper in the State of Pennsylvania, and is one of the largest in America.

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—



The Bulletin

Net paid daily average circulation for
August

482,097 copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation are used by The Bulletin.

Copyright 1921—W. L. McLean



Which is *your* audience?

SUPPOSE you had the choice on the one hand of a 10-minute intermission to tell a high-class theatre audience the story of your product; or, on the other, 10 minutes to speak before a convention of business men from the particular field to which you sell—which would you choose?

One is a mixed audience with thoughts centered on entertainment, your talk becomes a disagreeable interruption, perhaps only a "baker's dozen" or fewer care a "tinker's dam" about your story. The other is a group of men gathered together for the very purpose of helping their particular industry, they're thinking of it, they're looking for new ideas

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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and better methods, they're glad to hear your story and learn your viewpoint.

Though each audience contained the same number of persons—would you hesitate in coming to a decision?

Your Business Paper audience is made up of just such a "convention" group—gathered together on the respective subscription lists of the various publications to get business ideas, regular reports, news, and information relative to their trades and industries. In your message on such pages there are no wasted words, no divided attention, no restless squirming to hurry you through. If your talk is good, you're "clapped" for more—your encore comes in real order-getting inquiries.

So choose your audience—we'll gladly tell you all about our 122 conventions in 54 different industries where are held regular and frequent meetings for the mutual benefit of all.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.



Headquarters 220 West 42d Street - NEW YORK
54 different fields of industry

August Advertising in Chicago

This statement of display advertising for the month of August, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

Automobiles - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 60,733 lines. Next highest score, 32,121 lines.		6 days against 6
Churches - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 3,324 lines. Next highest score, 360 lines.		6 days against 6
Department Stores - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 312,951 lines. Next highest score, 185,809 lines.		6 days against 6
Educational - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 32,364 lines. Next highest score, 18,509 lines.		6 days against 6
Out of the Loop Stores - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 42,387 lines. Next highest score, 29,572 lines.		6 days against 6
Foodstuffs - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 44,243 lines. Next highest score, 38,664 lines.		6 days against 6
Furniture - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 45,751 lines. Next highest score, 24,149 lines.		6 days against 6
Household Utilities - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 13,078 lines. Next highest score, 3,917 lines.		6 days against 6
Jewelers - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 4,768 lines. Next highest score, 4,445 lines.		6 days against 6
Musical Instruments - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 18,344 lines. Next highest score, 14,459 lines.		6 days against 6
Real Estate - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 6,020 lines. Next highest score, 2,348 lines.		6 days against 6
Shoes - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 23,497 lines. Next highest score, 20,723 lines.		6 days against 6
Total Display Advertising -	THE DAILY NEWS	FIRST!
The Daily News, 853,562 lines. Next highest score, 635,176 lines.		6 days against 6

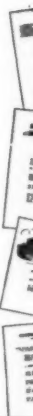
THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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Kansas City Bankers Advertise Co-operatively

Twenty-eight Banks Combine to Advertise for Savings Accounts with "Save Some" as Their Slogan

KANSAS CITY, MO., is known as a poor savings city. The bankers of the city say so. Yet there is ample proof that Kansas Citians have the ability to save; for, on a per capita basis their

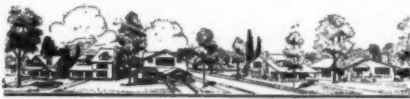
December 11. The financial lessons to be learned are in the form of thirteen insertions of full pages, and twelve insertions of five columns by eighteen-inch copy.

The first advertisement was entitled "A Movement to Make Kansas City a Better Place to Live In." Letters from the Governor of the Federal Reserve District and from three other well-known men endorsing the plan were incorporated in this advertisement.

An idea of other advertisements may be had from the headings. Some of these read: "What Are You Going to Do with It?" (the pay envelope); "Will You Go 50-50 with Your Boy?" (endeavoring to get the father to match every dollar his son saves with another to go into an educational savings account); "Have You a \$5 Bill in Your Pocket?" (a strong selling piece of copy to start the savings account now with a \$5 bill); "Some Day

She'll Manage a Big Business" (devoted to mothers and girls and the value of teaching girls home economics through the savings account); "The Danger of the Tin Can Bank" (actual local instances of loss will be cited); "A Message to the Boy Scouts of K. C." (an advertisement designed to get boys started saving).

Special copy is constructed to appeal to certain classes; for example, one advertisement is



A Movement to Make Kansas City a Better Place to Live In

Kansas City, Missouri, is a fine, progressive, growing city, yet our per capita savings deposits are much lower than those of South Bend, Indiana, and Elkhart, Indiana.

As a matter of fact, Kansas City is known as a poor savings city, in comparison with other cities of the United States. To better the record for this is the benefit, advantage and necessity of saving as not fully appreciated by our citizens.

We know that Kansas City CAN save. This we feel all cities of our size or larger to put copies of our "Save Some" campaign during the year.

And to prove that the people of Kansas City CAN save money, to help THEMSELVES—just as they need to help their boys—our slogan—"Save Some"—has been suggested as a general campaign to bring Kansas City savings deposits up to where they should be.

This is really YOUR campaign. It shows your current attitude as citizens. It shows your greater support in individual banks. For its greatest benefits will be YOURS.

Read what Governor Miller of the Federal Reserve Bank, Mr. C. M. Smith, President of the Kansas City Chapter of United Americans, Dr. George H. H. Smith and William L. Smith think of saving and its benefits it will bring you.

The CAN save and you SHOULD save. Saving is, after all, one of the main duties of life. The longer you save, the more you have. And the satisfaction that comes with a growing fund cannot be measured in words. It must be felt to be appreciated.

Save right now and make us happy about it even until the end of the year. Your reward will be greater security and the happy New Year's Day in 1930.

You will feel confident, satisfied, secure, independent—because of your savings of yourself and your future in the bank. And then you will keep right on saving, for the habit will be formed.

If you already have a savings account, make it a better one. If you have one that is dead, bring it to life. If you have none at all, start one. Start a movement in a bank where you see the slogan—"SAVE SOME!"

Let's make Kansas City a REAL savings city, a better place to live in and a better place to work in.

Associated Banks for Savings Kansas City, Missouri



AMERICAN SAVINGS BANK, 1000 Broadway, Kansas City, Mo.
BANK OF KANSAS CITY, 1000 Broadway, Kansas City, Mo.
BANK OF KANSAS CITY, 1000 Broadway, Kansas City, Mo.
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BANK OF KANSAS CITY, 1000 Broadway, Kansas City, Mo.
BANK OF KANSAS CITY, 1000 Broadway, Kansas City, Mo.

HOW KANSAS CITY BANKS ARE ORGANIZING CITIZENS FOR SAVING

city led all cities of its size or larger in the purchase of War Savings Stamps during the war.

This war record has persuaded twenty-eight bankers of the city, organized under the name of the Associated Banks for Savings, that their fellow citizens need a liberal dose of financial education via newspaper advertising.

The education of Kansas Citians in financial matters started on June 26 and will last until De-

headed "On Pay Day—Highball for the Savings Bank." This advertisement is designed to get the interest of railroad men. Other advertisements will appeal to factory workers, etc., and through an indirect appeal will also get the interest of other classes.

From October 31 to November 3 the American Legion will be in convention in Kansas City. On October 30 an advertisement directed to the Legion will appear with this caption, "Hey, Buddy! How Would You Like to Go Back?" The illustration will show doughboys riding in French box cars. The trend of the copy is: Save up for a trip back to France.

The slogan of the campaign is "Save Some." It is carried very prominently in a unique design in every advertisement. This design has been reproduced in three colors on an eleven by twenty-inch card hanger and is displayed in every bank that is a member of the association. The same design has also been reduced for a sticker to be used on all mail and circulars.

The campaign has not yet spent half of its force, yet a satisfactory increase in savings accounts has already been reported.

The association members seem very enthusiastic over the campaign and the assumption at this time is that the campaign will become a permanent advertising policy with a much larger appropriation next year.

The members of the executive committee of the association responsible for this campaign, P. Randolph Rogers, of the Liberty Trust Company, chairman; E. E. Morris, of the Fidelity Trust Company, and M. L. Orear, of the Metropolitan Bank, have received many letters from bankers in other cities asking for information concerning the advertising plan. All of these letters tend to show that this Kansas City idea will spread to other cities.

T. Roberts, formerly with the Frank Presbrey Company at the New York and Pittsburgh offices, is now production manager of the Albert P. Hill Co., Pittsburgh, advertising agency.

New Men with United Advertising Agency

The United Advertising Agency, New York, has added the following men to its staff: Irving L. Wright, formerly with the R. C. Maxwell Company and the Bethlehem Spark Plug Co.; Robert M. Scranton, formerly with *Drygoods*; Earl T. Nightingale, formerly with the American Press Association; A. Cavalli, formerly with the Bush Advertising Service and the Decker Advertising Agency, Ltd.; Charles M. Fairbanks, formerly with the Realo Advertising Agency; Robert C. Hull, formerly with *Women's Wear*; H. S. Geery, formerly with the H. O. Reno Publishing Company; D. Vargas Villa, formerly with *La Prensa*; Donald J. O'Leary, formerly with the Bush Advertising Service and *Vogue*; G. Herbert Potter, formerly with *Literary Digest*, *Saturday Evening Post* and Barrows & Richardson; W. A. Glenn, formerly with the Liberty Advertising Agency and *Literary Digest*; E. H. Pierson, formerly with the Stearns-Knight Automobile Company; Frank W. Heppeler, formerly with the Display Advertising Service; Simon Robbins, formerly with the Lyons Advertising Agency and Erle Jackson, formerly with *American Exporter* and *El Comercio*.

Export Publishers Form Association

An association, to be known as the Export Publishers Association, has been formed at New York. The purpose of the association, according to Edwin C. Johnston, publisher of *American Exporter*, is "to counteract the determined campaign being made in all parts of the world to undermine America's predominance in foreign markets."

The organization includes, among other publications, the *American Exporter*, *Export American Industries*, *Dun's International Review*, *La Revista del Mundo*, *Spanish Vogue*, *Ingenieria Internacional*, *Pacific Ports*, *Electrical Export*, *El Campo Internacional*, *El Automovil Americano*, and *El Ingeniero y Contratista*.

The combined facilities of the information and research departments of all of the publications are to be used to obtain definite sales data for the use of American manufacturers, and the closest co-operation is to be effected with the Bureau of Foreign and Domestic Commerce. It is hoped, according to Mr. Johnston, to develop an organization similar in its scope to the British Board of Trade.

Floyd Neale in England

The Commercial and Financial Chronicle, New York, has appointed Floyd Neale its representative in England. Before joining *The Commercial and Financial Chronicle* Mr. Neale was New England and New York representative of the *North American Review*.

New Officers of Office Appliance Manufacturers

The National Association of Office Appliance Manufacturers, in session at Atlantic City, elected the following officers:

C. K. Woodbridge, sales manager, The Dictaphone, New York, president; M. S. Eylar, vice-president of the Elliott Fisher Company, New York City, vice-president; A. N. Smith, general manager of the Wales Adding Machine Company, Wilkes Barre, Pa., secretary-treasurer.

Mr. Eylar and G. W. Spahr, general manager, the Computing Scale Company of America, Dayton, O., were elected directors and with the following, complete the board: C. K. Woodbridge, sales manager, The Dictaphone, New York; R. N. Fellows, advertising manager, The Addressograph Co., Chicago; A. N. Smith, general manager, Wales Adding Machine Co., Wilkes Barre, Pa.; G. C. Kingsley, district sales manager, Library Bureau, Chicago and G. W. Lee, general sales manager, Todd Protectograph Co., Rochester, N. Y.

The Association is made up of manufacturers who distribute direct to the user, and membership is held by a home office sales executive. The Association includes manufacturers of adding machines, adding typewriters, addressing machines, billing machines, bookkeeping machines, calculating machines,

cash registers, credit registers, change making machines, check protectors and writers, dictating machines, duplicating machines, filing cabinets, loose leaf devices, mailing machines, tabulating machines, time recorders and typewriters.

Appointments by DeVry Corporation

Homer V. Winn has been made sales director of the DeVry Corporation, Chicago manufacturer of the DeVry portable motion picture projection machine.

Romain J. Waymel, who was Mr. Winn's assistant for some time, has been made advertising and sales promotion manager.

Mr. Winn was formerly with the Aldred & Winn Advertising Agency, of Indianapolis, and for five years was with the Maxwell-Chalmers sales organization.

Price Appeal in New Prest-O-Lite Campaign

An advertising campaign that will call for eight newspaper insertions has been started by the Prest-O-Lite Co., Inc., New York, maker of Prest-O-Lite batteries, in conjunction with its dealers. The campaign is placed by the Wm. H. Rankin Company, New York.

The copy in this campaign is written from the angle of price appeal.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



**Newspaper, Magazine
and Street Car Advertising**
Publicity and Merchandising Counsel

San Francisco Agency Adds New Division

Emil Brisacher and Staff, San Francisco advertising agency, have established a retail advertising division, in charge of Edward St. George. The accounts which Mr. St. George has handled will now be directed by the Brisacher organization.

Other additions to this agency's staff are Don J. Curley, formerly foreign advertising manager of the San Francisco *Chronicle*, who becomes vice-president; Dorothy Frank, who has conducted an advertising service in San Francisco and C. Ellsworth Wylie, formerly on the editorial staff of the San Francisco *Examiner*.

New Accounts of Richmond Agency

The Southern Bed & Pillow Company, Greensboro, N. C., has placed its advertising account in the hands of the Freeman Advertising Agency, Inc., Richmond, Va. Mail-order journals and farm papers will carry the advertising.

The Freeman agency has also obtained the account of the American Laboratories, Inc., Richmond, Va., which will advertise "A. L. I." drugs in newspapers.

Paris Office for Penton Publishing Company

A Paris office has been opened by the Penton Publishing Co., Cleveland, publisher of *The Iron Trade Review*, *The Foundry*, *Marine Review*, *Power Boating*, *Abrasive Industry* and *Daily Metal Trade*. The office will be under the direction of the European headquarters of the company at London.

Rau-Swain Company Organized in Cincinnati

Lester C. Rau, formerly special representative of the Lammers Co., and Francis W. Swain, advertising illustrator, both of Cincinnati, have combined forces in the Rau-Swain Co., specializing in direct-mail work, counselor service and advertising art.

Northwestern Oil Co. Appoints Agency

The Woodall & Amesbury advertising agency, of Minneapolis, has obtained the advertising account of the Northwestern Oil Co., of Superior, Wis. Newspaper advertising on "Vimamite" will be used in the Northwest.

Paint Account for George L. Dyer Agency

Breinig Bros., paint and varnish manufacturers, Hoboken, N. J., have placed their account with the George L. Dyer Company.

Wisconsin Newspaper League Election

The Wisconsin Daily Newspaper League, in session in Milwaukee last week, elected the following officers:

President, O. J. Hardy, Oshkosh *Northwestern*; vice-president, J. M. Hibbard, Stoughton *Courier-Hub*; secretary-treasurer, H. H. Bliss, Janesville *Gazette*; directors, J. K. Kline, Green Bay *Press-Gazette*; W. F. Ohde, Manitowoc *Herald-News*; J. L. Sturtevant, Wausau *Record-Herald*; F. L. Burgess, La Crosse *Tribune* and *Leader-Press*, D. B. Worthington, Beloit *News*.

While the League has been organized twelve years it has never been incorporated and matters of organization were completed at this meeting. A programme of five- and ten-minute talks was carried out on subjects of interest to newspaper men. B. F. Carle, assistant superintendent of the Tenth Division of the Railway Mail Service, addressed the meeting, indicating the deep interest of the Postal Department in the newspaper mail service.

Evans & Barnhill Add to Personnel

George C. Dawson, formerly with Frank Seaman, Inc., later advertising manager of the Hooven Typewriter Corporation and recently with Evans & Barnhill, of New York, has affiliated with Evans & Barnhill, of San Francisco, as production manager.

E. W. Day has been added to the agency's department of commercial research at San Francisco.

Topeka Organizes Advertising Club

The organization of the Topeka Advertising Club, Topeka, Kan., which was started some time ago, was completed last week after an address by Charles H. Mackintosh, president of the Associated Advertising Clubs of the World. Fred Violand, of the Violand-Engle Clothing Co., is president, and A. A. Guettel, of the Palace Clothing Co., secretary.

Sphinx Club Will Hear Tomerlin and De Weese

The first dinner meeting of the Sphinx Club, New York, will be held at the Waldorf-Astoria on October 11. Charles G. Tomerlin, vice-president of Street & Finney, Inc., and Truman A. De Weese, publicity director of the Shredded Wheat Company, Niagara Falls, N. Y., will be the speakers.

Martin Varnish Company Will Advertise

Porter, Eastman & Byrne, Chicago advertising agency, has secured the account of the Martin Varnish Company of that city. An advertising campaign involving the use of newspapers now is being prepared.

The Wheels are Humming in Indianapolis



RAPIDLY, industrial plants in Indianapolis are swinging back to normal conditions.

With more than 10,000 factories in the great Indianapolis Radius, foundry work is a good index to general production. This industry at the start of September was but 20% behind 1920 volume. There is nothing the matter with business in this market. Smoke is coming out of the factory chimneys. This industrial activity is reflected in the buying. This market, dominated through the circulation of The News, can be merchandised at this time with a profit.

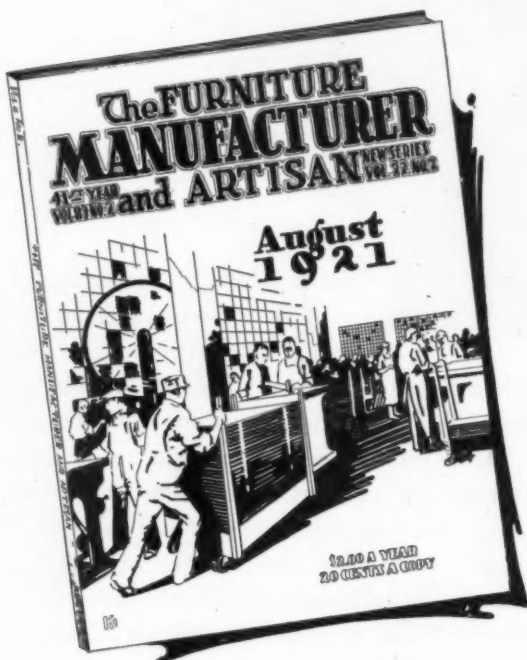
The Indianapolis News

New York Office
DAN A. CARROLL
130 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

SELL



An A. B. C.

A. B. P.

Medium

THE MAN ON THE JOB



YOU'LL agree that the bulk of factory equipment is really bought by the department foremen or the men who are actually on the job.

When it comes to a showdown, they are the ones who are held responsible for accurate work and a maximum production.

They will insist that the equipment which goes into their various departments is of the latest type and will give them capital service.

These men are the best salesmen any manufacturer could have working for him. Machinery sold "on the inside," in this manner, always makes good. The foreman sees to that. He feels that he is a sponsor for its efficient operation.

There is one way to reach this man in the furniture manufacturing industry. That is through the medium of The Furniture Manufacturer and Artisan.

The Furniture Manufacturer and Artisan blankets the industry and is read by manufacturers, buyers, superintendents, and foremen in 90 per cent of all the furniture factories rated at \$15,000.00 or over.

These men control the purchase of \$236,653,568.00 worth of raw material annually. They spend each year \$95,000,000.00 for factory equipment.

Make it a point to sell the man on the job.

THE PERIODICAL PUBLISHING CO. GRAND RAPIDS—MICHIGAN

District Managers:

VICTOR B. BAER CO.
47 West 42nd St.
New York City

EDWARD R. FORD CO.
53 W. Jackson Blvd.
Chicago, Ill.

SAM LEAVICK
510 Union Trust Bldg.
Cincinnati, Ohio

Try it out in Representative Milwaukee

The Full Buying Power of the Milwaukee Market

In these days, what advertiser can afford to overlook a single possibility in any territory?

Now, as never before, the market under cultivation, as well as the market where your product is long established, must be *made* to deliver its full value.

Scratching around on the surface may have been well enough yesterday. Today you must dig in! Dig for profits! Get into the corners!

The full buying power of the Milwaukee market is delivered *at one cost* to advertisers in The Journal. The Journal goes directly to 4 out of every 5 English-speaking people in Milwaukee.

Concentrate in Milwaukee because it is a major market! Dig into the corners—all the corners of this thriving industrial and financial center—with The Journal!

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

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Iron Pipe Makers in Long Distance Advertising Effort

Education of Public about Waterworks, with Sales Far Off, Object of New Campaign

AN educational advertising campaign to the people in small towns throughout the country to tell about the advantages of a sufficient water supply has been started by some of the principal manufacturers of cast iron pipe. This is a notable exhibition of faith in advertising, and of a belief in the principle that it is good business to spend money for publicity which cannot hope to attain its object for a long time to come.

The Cast Iron Pipe Publicity Bureau, which has been organized along the general lines of the face brick, common brick, hollow tile and other associations of manufacturers, and which will have general charge of the educational process, has cut out for itself a task which will mean long and patient application. If it expects immediate, tangible results it is going to be disappointed. Likewise if the unexpected happens and it leaves the work only partly done, then some perfectly good money will have been wasted. But of the eventual good results of such a campaign in developing a great market for cast iron pipe there can be no doubt—if the effort is carried out to its logical conclusion.

"We do not expect to accomplish this thing in a week or a month or a year," Thomas F. Wolfe, secretary of the bureau, said to **PRINTERS' INK**. "Really big objectives require the laying of adequate groundwork. And that our objective is of this type you will see when I remind you that the number of houses in the United States that have practically no plumbing is so large as to be almost beyond belief. It is concluded offhand that practically all towns have water systems. Many thousands have. But a great many more thousands have not. The number of small towns

that ought to have and could have water plants is really startling.

"The thing we are setting out to do in our advertising is to build up in these towns a condition of public sentiment that will finally result in the establishment of water plants. As we succeed in our object, town by town, the manufacturers in this association are going to sell cast iron pipe. The possibilities for business in this line are simply enormous. In other words, we make water a live topic of conversation throughout the country. This causes the establishment of municipal water systems, and the improvement of others already in operation. The sale of great quantities of cast iron pipe follows in due course.

"While the campaign has been in progress only a few months we have seen enough indications of results to become convinced that we are on the right track. Only today I received a request for sixty copies of a current pipe advertisement to be distributed at a Kiwanis Club luncheon. The resulting discussion is sure to start something that in time is going to mean the sale of more pipe.

STARTS WORK IN THE RIGHT ORDER

"What we are driving at directly is to cause small towns to establish waterworks plants. Why do we not direct our appeal then directly to officials rather than to the people at large? We address the people because such improvements centre ultimately in the voter who must authorize bond issues, in the taxpayer who must retire the bonds and in the investor who must lend the money to start with. If Mr. Citizen and his wife are interested to a point where they will demand a modern water supply it will be provided."

The copy used in the educational effort stresses the danger in the way of fire and disease that is

ever present in a town where there is no water system or where the water is insufficient or impure. The reiterated suggestion is made that the citizen look into the matter for himself in his town and find out exactly what the water situation is.



That Little Trickle is a Danger Signal!

In your home, perhaps, there are hours when the water merely trickles weakly from the faucets. Outside, there is the same low pressure in the fire plug. *Suppose the house caught fire?*

In many cities population has grown faster than the water supply. The pipe is too small and, where the wrong material was originally used, in such bad condition that the peril of fire and epidemics is ever present.

Your city officials know the condition of your water system. But it costs money to bring it up to date, and they are powerless to act until you—voter and taxpayer—are solidly behind them.

Unless your water system is adequate for emergencies and future demands, you are strangling the industrial growth of your community, and living in the shadow of a disaster.

In justice to your family, find out what the situation is in your town.

The first cast iron pipe was laid 260 years ago—and is still in use. Because cast iron runs only on the surface and resists corrosion, it is the standard material for gas and water mains and for many industrial purposes.

THE CAST IRON PIPE PUBLICITY BUREAU, 165 E. Erie St., Chicago

CAST IRON PIPE



BUILDING OPINION FOR ADEQUATE
MUNICIPAL WATER SYSTEMS

Mr. Wolfe admits that he and his associates are so enthusiastic on the subject of cast iron pipe as opposed to substitutes that they are often tempted in the present campaign to digress from the objective and discuss cast iron pipe as such. But they manage somehow to confine their enthusiasm to a statement of the merits of their product, placed at the foot of each advertisement.

"If we were planning the advertising to suit ourselves," said Mr. Wolfe, "and would include in it things in which we would be particularly interested, we would bring up such subjects as cast iron having the remarkable property of being immune to rust. After a rust coating has formed on the surface of the casting and reaches the crystals more closely bonded together, it is arrested by the carbon matrix. Thus a permanent coating is formed that will exclude oxygen and the casting will last hundreds of years. We believe the public would read such statements of fact, but we are not going to make them yet because we have set out for ourselves a definite plan of procedure that we honestly believe will work out in a big way if we allow it to take its natural course. Advertising will do its best work when it is not artificially forced."

Direct-mail methods are being used to merchandise the campaign to engineers and waterworks men and also the salesmen of the manufacturers in the bureau.

"Hardware Age Directory" Appointments

The name of the "Hardware Age Directory of American Manufacturers" has been changed to "Hardware Buyers Directory." The first edition of this publication, which is promoted by *Hardware Age*, New York, will be published in January, 1922. Appointments have been made as follows:

F. A. Greer, New England manager; Garvin P. Taylor and George E. Hopf, New York representatives; C. E. MacConnell, Philadelphia manager; H. A. Maguire, Central Western manager, with headquarters in Cleveland; W. A. Douglass, Pacific Coast representative, with headquarters in San Francisco, and L. S. Honiss, Chicago representative.

Post Office Planning Educational Work on Savings

OFFICE OF POSTMASTER GENERAL
WASHINGTON, D. C.

Editor of PRINTERS' INK:

Just a word of appreciation for your editorial in the issue of August 11 on Postal Savings. We are planning some very extensive educational things along lines of popularizing Postal Savings, and we appreciate your suggestions in this connection.

WILL H. HAYS,
Postmaster General.

"The opportunity for
advance in living standards
lies more surely in the
steady elimination of these wastes
than in great inventions."

Herbert Hoover

Are your salesmen
talking

Waste Elimination?

It is the logical thought for their sales solicitations, because today every business executive is interested in how to reduce manufacturing costs.

The demonstration of how your equipment and material will affect the elimination of waste will assure your receiving the serious consideration which ultimately results in sales.

On August 31st, *Chemical & Metallurgical Engineering* published 494 pages of editorial matter and display advertising devoted to this one subject.*

Perhaps an inspection of this issue and a discussion of your sales problems with one of our representatives might discover for you a new sales approach with which to enter the valuable markets we reach.

CHEMICAL & METALLURGICAL ENGINEERING

Tenth Avenue at 36th Street
NEW YORK

*Probably the largest collection of editorials and advertisements on one economic theme ever published.

"Daylo" as a Generic Term

NEW YORK, SEPTEMBER 16, 1921.

Editor of PRINTERS' INK:

I was duly impressed by the somewhat ponderous and creaking alibi provided for the scrapping of the word "Daylo" by the American Ever Ready Works, after having paid the sum of \$12,000 for the acquisition of the same, and the Lord only knows how many additional thousands for its upkeep. It is undeniably clever, but it doesn't help the other fellow a bit, because the main reason for the dropping of the word is left out.

"Daylo" was dropped, primarily, because it was impossible to control its use as referring to the product of the American Ever Ready Works. It was originally designed to be a substitute for "flashlight," and that is what it was, insofar as it was used by the general public at all. "I want a Daylo" meant exactly the same thing as "I want a flashlight"; that, as the Raven said, and nothing more. The advertising convinced the buyer of the convenience and utility of the thing called a Daylo, but did he go to the retailer and say "I want a Daylo, trade-mark registered in the U. S. Patent Office, made by the American Ever Ready Works of Long Island City, New York, and may heaven have mercy on your soul if you offer me anything else"? Not so you could notice it!

Strictly between ourselves, the main trouble with "Daylo" was that it sold too many flashlights made by the company's competitors. The fact that a flashlight did not have "Daylo" stamped on it caused no wonder. Why should it? You might as well be surprised because a cake of soap was not labeled "Soap," or a Kodak labeled "Camera."

In short, "Daylo" was just about as much use to the company as "flashlight" would be when it came to identifying the company's goods. "Eveready" means the product of a certain company, but "Daylo" means any old thing with a black leatherette case and a battery inside. As a retailer of considerable experience, believe me, I know.

H. M. P.

THE difficulty which our correspondent points out may well have been a contributing cause of the abandonment of the name, although it is not mentioned in the official explanation. As PRINTERS' INK has repeatedly pointed out, the tendency of coined names to become generic is one which must be carefully guarded against. It is something, moreover, which it is usually impossible to check by legal action. And as H. M. P.

points out, nobody is likely to notice the *absence* of the word, because we do not generally label things with their generic names anyway. Furthermore, when you come to think of it, it is logical to conclude that if "Daylo" is a synonym for "flashlight," "flashlight" must be a synonym for "Daylo."—[Ed. PRINTERS' INK.]

Charles P. Eddy, Winner Advertising Golf Tournament

In a field of one hundred golfers of the Metropolitan Advertising Golf Association at Siwanoy Country Club on September 15, Charles P. Eddy was first prize winner with a low gross of 81. Ralph Fulton was second prize winner with a low gross of 89. R. R. Keith was low net with 92-20-72, and Charles G. Wright was second low net, his score being 85-11-74.

The winners of the respective flights were as follows:

S. G. Stevens, Ralph Fulton, Charles P. Eddy, Rodney Boone, Ray Wilken, W. E. Conklin, H. W. Dunn, J. C. Hindle, Rex W. Wadman, E. D. Moore, A. S. Moore, A. L. Eggers, Stuart Peabody, S. H. Hobson, G. W. Stearns, C. A. Randall, W. W. Ferrin, J. G. Ralston, S. B. Field, C. N. Smith, I. A. Klein, Boynton Hayward and W. F. Haring.

National Publishers' Association Meeting

At the annual meeting of the National Publishers' Association at New York on September 20, H. M. Swetland, of the United Publishers Corporation, was elected president.

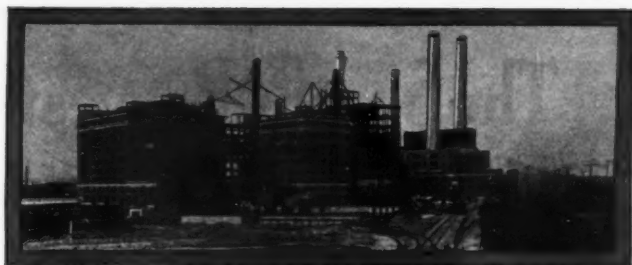
The other officers elected were R. J. Cuddihy, *Literary Digest*, first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; Frank C. Hoyt, The Outlook Company, secretary; Roger W. Allen, Allen-Nugent Co., treasurer.

Fresno "Republican" Appoints W. P. St. Sure

William P. St. Sure has been appointed advertising manager of the Fresno, Cal., *Republican*. He was formerly in charge of the merchandising and service department of the Fresno *Herald*. Previously he had been with the Oakland *Tribune* for over six years.

Thomas G. Plant Account for Greenleaf

The Greenleaf Company, advertising agency, Boston, has been retained by the Thomas G. Plant Co., Boston, maker of "Queen Quality" shoes.



Big Sugar Refinery Nearing Completion In Baltimore

Two units of the \$8,000,000 plant of the American Sugar Refinery Company at Locust Point are nearing completion. When completed this plant will be one of the largest sugar refineries in the country. It is believed that the plant will begin operating late this year or early next year.

Baltimore's high rank in respect to industrial building contracts for the first six months of 1921, is noteworthy. For the period ended July 31, 1921, Baltimore ranked fifth, being surpassed only by New York, Chicago, Philadelphia and Detroit.

You can cover Maryland's big and growing city easily and economically through THE BALTIMORE SUN, whose net paid daily circulation (morning and evening) for August was 214,943—a gain of 25,630 over the same month last year.

Our Service Department is ready to give you sincere co-operation in marketing your product.

Everything In Baltimore Revolves Around

THE



SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**



Greater Purchasing Power - Due to Lower Fixed Charges

	<u>1920</u>	<u>1921</u>
Estimated approximate surplus of farm products for sale	\$2,610,000,000	\$2,336,000,000
Less Fixed Expenses - -	<u>1,825,000,000</u>	<u>535,000,000</u>
POTENTIAL PUR- CHASING POWER - -	785,000,000	1,801,000,000

Out of the surplus production of Southern farms it has been necessary heretofore to first pay for three very heavy fixed expenses (fertilizer supplies and labor) before any outlay could be made for general expenses.

These fixed charges have been less in 1921 than any year in the past decade, and as the South is producing bumper crops in all lines this year, the Southern farmer will be in good financial shape.

The South will have money to spend!

Last year the farmer lost money on 12c cotton. This year the farmer will make 4c a pound on cotton at the same price AND COTTON IS NOW SELLING FOR 20c A POUND. 10,000,000 acres last year devoted to cotton, are this year growing corn, soy beans, cow-peas, peanuts and various other crops that will either sell for money or will produce feed and food crops.

REDUCED COST OF MAKING CROPS
AND INCREASED ACREAGE IN FOOD
CROPS INSURES PROSPERITY IN THE
SOUTH.

Advertising in Southern Newspapers is the quickest way and the most economical way to thoroughly cover the prosperous South.



SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION

Chattanooga, Tenn.

—the greatest “kidder”

is “he who kiddeth himself.”

In assaying the value of advertising prestige, consider precisely who it is that acknowledges this elusive thing.

The only prestige that is negotiable is that admitted by enough of the right people where your goods are on sale.

If your profitable groups are in cities where you have distribution, they are reached best by daily Newspapers.

Daily Newspapers sell more merchandise than any other class of advertising medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

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Digging Out the "Big Idea"

A Method That Will Be Found Effective in Digging Out the Fundamental Idea for a Marketing Campaign or for Unearthing the Idea for a Single Advertisement

By an Ex-Copy Chief

THERE is a current expression that has a significance to modern business greater than its slanginess would at first suggest. I refer to that somewhat uncouth query, "What's the big idea?"

The fact is that our buying and selling, our going and coming, our very lives, are governed by *ideas* injected into our minds and hearts. We do a certain thing, or are seen in a certain place, or we make a certain decision, and someone is pretty sure to ask, "What's the big idea?"

Slangy as this is, it is but a thoughtless recognition of the fact that the idea which wins out over competing ideas and causes us to adopt a certain course of action, or make a certain decision, is a little "bigger," a little more convincing or compelling, than the ideas it overcomes.

The "big idea" may be small in itself; its bigness is apt to be, as Professor Einstein might argue, a matter of relativity.

If we stop at a fruit stand to purchase bananas and we are shown two kinds—some that hang on the bunch in all their perfection of waxy yellowness, and some that lie in a row on the fruit stand, too ripe longer to hold to a stalk, and we decide on the latter ones because the fruiterer says bananas are fit to eat only when they are "dead ripe," in this instance, is the "big

idea" that controlled our purchase.

Or if, failing thus to outweigh in our minds the idea of the desirability of the waxy yellow bananas hanging so temptingly on the stalk, and still desiring to dispose of the ripe bananas before they spoil, the fruiterer informs us that we can have the ripe bananas for a cent apiece

less, if we then buy them "one cent apiece less" is the "big idea."

That is a very homely illustration, involving a petty purchase, but it illustrates a fundamental as big as business and as broad as marketing. Applying it to the discussion at hand, it explains why some marketing campaigns succeed and others fail short, or perhaps fail dismally.

The successful selling campaign nearly always represents an *idea*—a *something* about the thing being exploited that outweighs the *some* things brought out in the exploitation

of competing articles or products.

More than one wonderfully meritorious product or proposition has gone down to defeat for the lack of a "big idea"; and, conversely, many very ordinary products and propositions are enjoying remarkable success today simply because they have been tied to a *relatively* big idea.

Narrowing the problem down to a particular product, the "big idea" about that product is the

THIS is the first of a series of articles emphasizing the importance of digging out the big idea—in business generally, and in advertising specifically. There is a crying need for business today to search right to the foundations to find the reason for its existence and to express this reason forcibly through the medium of advertising.

The Ex-Copy Chief who writes this series is a man with a broad business background and a reputation for ferreting out the hidden sales possibilities of a product. These articles will present a sound, constructive and refreshing viewpoint of advertising, and list some of the unsuspected places where the big idea—the excuse for your business existence—may lie.

one fact or point about it that will cause people to buy it in preference to all others. Now the gratifying (or annoying, depending upon which side of the fence you happen to be on) thing about that idea is that it has to be only the tiniest bit bigger to win!

Take electric washing machines, for instance. They all wash clothes—with soap and water—by electricity—with much saving of labor. Fundamentally they are, therefore, much the same. No one or two machines can win all the orders; on the other hand some machines win so few orders that their manufacture and sale is not profitable. Perhaps some of the least successful machines are more effective at *washing* than some of the most successful ones. But their sponsors have failed to find the "big idea" that expresses their effectiveness in a way that overbalances the competing ideas brought out by the promoters of competing machines.

I hold that not one dollar should be spent in exploiting a product until the "big idea" about it has been found; that not one advertisement should be published or one salesman sent out until then—unless done for the avowed purpose of locating the "big idea" or of proving it out. For until the "big idea" is isolated, and so definitely recognized that it can be reduced to a sentence or a phrase or a word, success is all a gamble, and an unnecessary gamble at that. And this often regardless of how meritorious the product.

The digging out of the "big idea," then, becomes the first and most compelling consideration in making the advertising and selling plans for any product.

"What is the big idea?" is the big question.

When we get this far in actually starting out to ferret out the "big idea," the "what" turns to "where." Where shall we go to look for the "big idea?"

To the product is one of the most logical places to go for the big market idea, yet few business men—and few advertising men, for that matter—are trained to

exhaust the possibilities of that source of ideas. Frequently only the outstanding qualities or characteristics of a product are considered, when perhaps hidden down inside is some tiny fact or feature that, thrown on the delicately balanced scales of the buyer's decision at the point of sale, would bear down those scales in favor of the product under consideration, and win the sale. For between two competing products it takes often the idea-equivalent of only a pin in weight to overbalance the decision one way or the other. Many business men never realize by what a very narrow margin they win—or lose—in the market.

KEEP THIS QUESTION BEFORE YOU

Therefore, let us not be content with the readily apparent features. Let us dig deep, and let us set up before us this question: *What will our product do, or what qualities or characteristics has it, that competing products cannot or do not claim—or at least do not take advantage of to the fullest extent?*

Suppose a man were to concentrate on that one question for three days to the exclusion of everything else, religiously pulling his mind back to that one thought-path every time it started to stray off into other paths. And suppose he were to write down every single quality or accomplishment or feature, big or little, obvious or obscure, that came to him during those three days.

What a wealth of ideas he would have to work with!

At least one very successful advertising man always employs this method when tackling any new marketing problem. He claims that if you dig deep enough you can find some idea that is sufficiently new, or sufficiently novel, or sufficiently startling, or sufficiently distinctive, or sufficiently practical, or sufficiently saving, or sufficiently effective—or at any rate sufficiently *sufficient*—to make a big success, or at the least to outweigh enough competition to make it possible successfully to market any product or article that

Rotogravure

The Minneapolis Tribune invites advertisers to investigate the merits of the rotogravure section of The Minneapolis Sunday Tribune as an advertising medium in Minneapolis and throughout the trade field of the Northwest.

The Tribune rotogravure section is the only one prepared and printed in its own office between Chicago and the Pacific Coast.

This fact enables The Tribune to reproduce news and feature pictures of local interest as well as those of world-wide note, thus materially enhancing the value to the advertiser of The Tribune rotogravure section.

Rates and further information may be had of The Tribune's representatives—J. B. Woodward, Times Building, New York; Guy S. Osborn, Inc., Tribune Building, Chicago.

The Minneapolis Tribune

The Northwest's Most Progressive
Newspaper

can be marketed at all. And he has proved this a number of times, sometimes in the face of apparent impossibility.

We have only to look at some of the outstanding marketing successes to discover that they owe at least a portion of their success to some quality inherent in the product that has been consistently featured.

CERTAIN BIG IDEAS

Who will deny, for instance, that the simple fact that "It floats" has had much to do with the sales success of Ivory Soap? Yet floating has nothing to do with the primary purpose of soap—to clean.

And consider Aunt Jemima's pancake flour: It requires no milk or eggs. One of the very effective campaigns of recent years was the one that featured this idea so graphically by the little pictures of the bottle of milk and the eggs, carelessly crossed out to emphasize the fact that they were not required, as the flour contained all the necessary ingredients. That was a "big idea," an *over-balancing* idea.

Consider also the selling force of Colgate's slogan, "Comes out like a ribbon; lies flat on the brush." Merely a *characteristic* of the product, having nothing to do with cleansing the teeth, but it undoubtedly stimulates sales because it is a picture-idea that comes up at the minute of purchasing and makes Colgate's Ribbon Dental Cream seem very desirable.

Minute Tapioca features in its very name the big, outstanding idea that has been responsible for its quick acceptance and success—the fact that it is *in finer form* than ordinary pearl tapioca and can, therefore, be made in a minute. No other idea is half so big applied to tapioca.

Then there is a writing ink that has been advertised of late as an ink that "absorbs moisture from the air," which is a quality or characteristic of the ink that apparently is not common to all inks.

It is not always necessary that

the product's inherent quality or characteristic be one that competing products cannot claim or do not claim. It is sometimes possible to take a common characteristic or quality that competitors "*have not taken advantage of to the fullest extent*," to use the words of our search question, and capitalize it so effectively as almost to fence it off as one's own.

A very good illustration of this is the "all wool" advertising of Hart Schaffner & Marx. This concern is not the only maker of men's suits using all-wool fabrics in their garments. Yet so insistently has its advertising talked "all wool" that the all-wool idea has come to stand in many minds as synonymous with Hart Schaffner & Marx suits. "Other makers' suits *may* be all wool, but you *know* that Hart Schaffner & Marx suits are," said a salesman in a retail clothing store to me one day, and it expressed what I find that many people unconsciously think when they come to buy a ready-made suit. "All-wool" as Hart Schaffner & Marx's "big idea" is effective, not because it is exclusive but because no other clothiers had ever taken full advantage of it.

Thus is illustrated the potency of a simple, inherent quality as an over-balancing idea when featured continually and continuously with a realization of the fact that the idea has never before been over-exploited. There are doubtless equally effective "all-wool" ideas to be found in the inherent qualities and characteristics of many other products, were those responsible for their marketing to go about the search seriously and open-mindedly.

Too often, however, the searcher is so bent on digging out something "different" or novel, or even sensational, that he overlooks the big, outstanding qualities that lie close to the surface. It is for this reason that it is here recommended that each quality or characteristic, each thing a product or an article *is*, or each thing it will *do*, regardless of whether it is an exclusive

Know Your Market

Before Your Advertising Begins

Did your campaign "go over like a house afire" in New York, or in some other big market?

Fine!

Will it do the same thing in Chicago?

QUESTION! And a big question!

Chicago is normally receptive to good merchandise.

Chicago is generously responsive to good advertising.

But by all means find out what its attitude will be toward your particular product before you spend a lot of money in an effort to break into Chicago.

The Chicago Evening American will be glad to tell you anything you want to know about the Chicago market.

Its field staff is at your service, and will give you a report ON CONDITIONS AS THEY ARE.

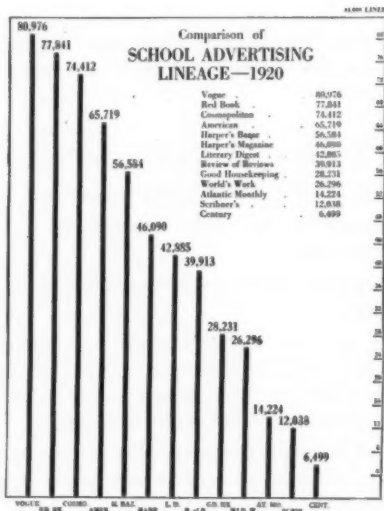
With an actual market report and not a bold solicitation for advertising before you, you may correctly estimate the possibilities of Chicago for the product you have to sell.

No charge for this service. It is free to advertisers and agencies.

CHICAGO EVENING AMERICAN

REAL FACTS* ABOUT

1920



* Figures
furnished by
Publishers
Information
Bureau
Service

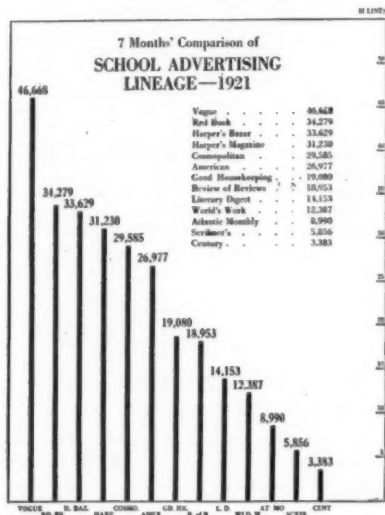
IN 1920, Vogue carried 80,976 lines of school advertising, 3135 lines more than its nearest competitor.

In 1921 (first seven months), Vogue carried 46,668 lines of school advertising, 12,389 lines more than its nearest competitor.

Results from such advertising accruing direct to the schools are, of course, untraceable by any magazine. Enrollments for schools made through school bureaus may be traced only in part. But —

VOGUE SCHOOL DEPARTMENT

SCHOOL ADVERTISING



REPLIES to letters sent by Vogue to parents two months after Vogue's School Bureau had recommended schools prove that enrollments totalling a known tuition value of \$154,870 were made during 1920.

As only 44% of the parents replied to the letter referred to—a courtesy appreciated by Vogue but in no sense obligatory on those using the School Bureau—the total figure for enrollments is undoubtedly much higher.

Even so, this partial figure is greater than the total figure claimed by any of Vogue's competitors.

VOGUE SCHOOL DEPARTMENT

feature of that product or article, be set down on paper, to be gone back to later for consideration. To try to mix the job of *listing* qualities and of *applying* them to the advertising and sales plans is to stop yourself in the middle of your job. No matter how soon you come to the conviction that you have found *the* idea, note your thought down—but persist in your listing. You may find something better. Often there are two or three ideas on which a product might be marketed successfully, but one of them is bound to be most effective. You will never know, if you stop in the middle of the job, whether you have found that one.

Study your product as a scientist might. Weigh it, smell it, taste it, pound it, take it to pieces, put it together, listen to it, squeeze it, shake it, roll it, toss it, spread it, pour it, bite it, file it, whittle it, burn it, freeze it, soak it, saw it, cook it, eat it, kick it, run it, stop it, bang it!

You cannot tell in advance how you will discover the "big idea." Take the idea of "banging," the last one in the above prescription: a manufacturer of hotel silver discovered that throwing his samples onto the floor and banging them around was his most effective selling method. So he had a concrete floor put in his sample room and he sold by "banging" ever after. It was his "big idea." His designs were no better than those of his competitors; his prices were about the same; but he got the business by banging his samples around the sample room.

This man discovered his "big idea" by accident. So were some of the other ideas mentioned in this article discovered by accident. But the whole point of this article is that it is not necessary to depend on accident to discover the "big idea" with which to market a product. You can find it out in advance if you will start out deliberately to dig—just plain dig, without inspiration but with determination.

And if you cannot find the "big idea" in what the product

will *do*, or in its inherent qualities and characteristics, as prescribed in this article, perhaps you will be more successful in digging in the field that will be opened up in a second article in this series.

Southern Advertisers Increase Activity

Southern farm papers will carry a fall advertising campaign of the Soil Improvement Committee of the Southern Fertilizer Association, Atlanta, Ga. The advertising seeks to have Southern farmers grow grains during the fall months. The account is handled by the Johnson-Dallis Company, Atlanta advertising agency.

This agency is making up a new list of farm papers to carry the advertising of the Savannah Fence & Roofing Company, Savannah, Ga., and the Memphis Fence & Roofing Company of Memphis, Tenn. The rapid rise in the price of cotton is given as the reason for the increased advertising of these companies.

H. C. Wheeler, Western Manager, Leslie-Judge

Harold C. Wheeler has been appointed Western manager at Chicago of the Leslie-Judge Company, succeeding Robert H. Flaherty. L. L. Northrup, formerly of *Collier's* and more recently with the Ronald Press, has become associated with the Western office of the Leslie-Judge Company.

"Farmer and Breeder" Buys "South Dakota Farmer"

Farmer and Breeder, Sioux City, Iowa, has purchased the *South Dakota Farmer*. The publications will be consolidated and issued under the name of *Farmer and Breeder* at Sioux City, Iowa.

V. H. Adams with Nucoa Butter Company

V. H. Adams, until recently assistant advertising manager of the Goulds Manufacturing Co., Seneca Falls, N. Y., has been appointed advertising manager of The Nucoa Butter Company, New York.

Fred Hall with John Glass

Fred L. Hall has been appointed Pacific Coast manager for John Glass, publisher's representative, Chicago. Mr. Hall for several years was advertising manager of the *Oakland Tribune*.

J. A. Shere has been made manager of the direct-by-mail department of the K. Leroy Hamman advertising agency, of Oakland, Cal. Mr. Shere has for several years been in charge of a San Francisco direct-mail concern.

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Many advertisers who steadily prefer Journal space will tell you the results they get are due in part to the personal attention given their advertising by men whose only interest is to make The Journal always a better newspaper and a more effective salesman.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

From
PRINTERS' INK
July 7, 1921

The average Milline rate for newspapers in the United States to-day (48 States) is \$5.03.

The average Milline rate for monthly magazines in the United States to-day (98 leaders) is \$12.58.

The average Milline rate for weekly magazines in the United States to-day (27 leaders) is \$12.44.

The average Milline rate for Women's magazines in the United States to-day (27 leaders) is \$16.53.

The average Milline rate for monthly farm papers in the United States to-day (46 leaders) is \$14.30.

The average Milline rate for semi-monthly farm papers in the United States to-day (40 leaders) is \$8.06.

The average Milline rate for weekly farm papers in the United States to-day (69 leaders) is \$11.14.

and
 the average Milline rate for color pages in the women's magazines (six leaders) is.....

200 lines \$1006.00

" " 2516.00

" " 2488.00

" " 3306.00

" " 2860.00

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The Average Milline Rate for Street Car Advertising Standard Size Card 11x21 inches

(3234 agate lines)

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\$40

The Street Car Advertising circulation figures are not guessed at nor can they be questioned. The Street Railway Companies are taxed on their revenue from fares collected, which are made public by the reports of the Traction Companies to their stockholders and by reports of the Public Service Commission and the Government.

There are only 30 spaces in the average street car.

Every car card is a "front cover color page" that cannot "turned over". And all the eyes of all the other advertising media had the street car cards—even the speaking population is reached with your products actual colors.

STREET RAILWAYS ADVERTISING CO.

Central Office
Candler Bldg., N. Y.

Home Office
Monadnock Bldg., San Francisco

Western Office



An Underwear Market of 18 Million Dozen

The farm population of this country conservatively buy this amount each year.

A recent investigation among dealers in several Central Western states shows percent of farm trade, comparison of ribbed and athletic sold, leading brands carried, and other valuable information regarding country underwear sales. A few copies of this investigation are available and should be of interest to several underwear manufacturers.

For information write

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Members Audit Bureau of Circulations



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How Durham-Duplex Made August Its Biggest Month

Salesmanship of Militant Kind, Coupled with Advertising, Keeps Factory Sold Up

Based on an Interview by Roy W. Johnson with

T. C. Sheehan

President, Durham-Duplex Razor Company

AUGUST, 1921, has been called many different things in this writer's presence, and most of them would have considerable difficulty in getting past the censorship of the copy desk. Occasionally someone has detected a gleam of hope amid the general concatenation of gloom which distinguishes that division of the calendar, but for the most part, "Alas!" is the only word that seems appropriate. It is somewhat startling to be told, therefore, that this same month of August, 1921, was "the banner month of the banner year in the company's history," and to have the facts and figures produced in proof of it. It makes one wonder if it is not just barely possible that a little less tears and more hard work might have proved a salutary experiment all around.

The concern which made the declaration referred to above is the Durham-Duplex Razor Company. Now there may be some special unique advantage which the safety razor business enjoys, and which operates with particular force in times of depression. I can't say as to that. But Mr. Sheehan asserts that there isn't anything of the sort. In fact, he insists that the same degree of faith in the buying power of the American people, and the same reliance upon good, honest, hard work backed by consistent advertising, would produce commensurable results for any other concern manufacturing a worthy product.

"When the so-called buyers' strike was pulled off a year ago," he said, "it did not take us by surprise. We weren't kidding ourselves into the belief that the fool's paradise of inflated prices and values would last forever.

We knew that what went up was reasonably certain to come down, and we had our plans laid accordingly.

"Those plans have worked so well," he continued, "that not only is the factory working to capacity production on full-time schedule, but we have been obliged to hire extra help and install additional machinery. We shall sell more goods, and make more profits this year than any year in our history, and, as I said, the dull month of August was the banner month, so far, of this banner year.

"Last November we had quite a number of razors in the warehouse, and, as you know, the trade had stopped breaking the doors down in order to get goods. It was a case of going and getting the business, or going without. So we organized ourselves into a crew of 'go getters' and started a 'go-getters campaign' among the thirty-five salesmen. That comes a bit later in point of time, but it is an important part of the story.

"We announced a slightly better schedule of discounts on blades for 1921, and at the same time informed the jobbers that in order to be eligible for the biggest discount, they must order and accept as many razors in the first six months of 1921 as they took in the whole year of 1920. 'We'll see that you sell them after you get them,' we said. At first sight that may look like holding up our friends the jobbers a bit, but not when you consider that every owner of a razor is a potential customer for blades, and the more razors the jobber distributes the more blades are certain to be sold in the territory. And it isn't fair to give the longest blade profits

to jobbers who don't plant any seed for the future by selling razors. So we agreed to give an extra profit on blades to those jobbers who would practically double their distribution of razors during 1921. The jobber who didn't want to come in on it could go along on the old basis. As a matter of fact, we had mighty

the bigger jobbers offered some mighty attractive terms, too. They saw what it would mean to their blade sales.

"From our end, we put out two window displays, and inaugurated a campaign of advertising in more than 600 newspapers, featuring dealers' names in the copy. In addition we staged another 'demonstrator' campaign similar to our old thirty-five-cent offer, but this time we arranged it so that the dealer could get the demonstrator razors for ten cents apiece.

"The salesman called upon the dealer, armed with a special proposition from the jobber on standard razor sets—our own demonstrator proposition, of which more later—the local newspaper advertising, and the window displays which he was ready to install on the spot. He showed the dealer how, by investing \$10 in demonstrators, he could give away a practicable razor with every purchase of a package of blades, or anything else in his stock, and create 100 new customers for blades besides making friends. Many dealers gave away as many as 1,000 demonstrators in this way.

"We received some very important co-operation from the newspapers, too. In the larger cities we ran the names of jobbers only, and in the smaller towns we listed the dealers. In every case the newspaper representative called upon the dealers, and explained the proposition to them in advance, thus helping to line them up before the advent of our salesman. The biggest argument with us for putting a newspaper on the list was the fact that the local dealers wanted it put on.

"The results have been entirely up to our own expectations, and have run astonishingly true to form over the whole country. We were told, for example, that there was no use putting any sales effort on Texas; that the South was practically going around on crutches. But our gold 'Go-

The modern "Damascus" blade



YOUR dealer knows that the best **DAMASCUS** steel ever made is now excelled by the marvelous steel of the Durham-Duplex detachable blades.

He will tell you that Durham-Duplex blades are made from the finest Swedish steel—oil-tempered, hollow-ground and sharpened to a perfect shaving edge. That's why no razor on earth gives you such a cool, clean comfortable shave as the

DURHAM-DUPLEX Safe Razor

Moreover, the guarded edge is your protection against cutting. And because Durham-Duplex blades have two extra long shaving edges they double your shaving mileage. Easy on your pocket book as well as your face.

For Sale By The Best Dealers Everywhere

DISTRIBUTED BY THESE LEADING JOBBERS:

UNITED STATES RAZOR CO. 100 Nassau St. New York, N.Y.
W. H. LEE & CO. 100 Nassau St. New York, N.Y.
W. H. LEE & CO. 100 Nassau St. New York, N.Y.

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W. H. LEE & CO. 100 Nassau St. New York, N.Y.



JOBBERS' AND DEALERS' NAMES FEATURED IN
ADVERTISING

few jobbers on our books who didn't fall for the plan when it was explained to them, and by the first of the year we hadn't a single razor in stock, and orders actually in hand were keeping the factory busy.

"Now, as I said, we organized our sales force into a crew of 'go-getters,' who went to work right at the start to dispose of these razors for the jobbers. They were virtually acting as the jobbers' own salesmen, selling razors for the jobber on whatever terms he saw fit to offer. Some of

Independence, The Strength of News Service

No. 8

"Nothing secures circulation like independence," Dr. Frank Crane was quoted in *PRINTERS' INK* as saying.

A vice-president of Swift & Co., in an address last year before a trade association, said: "The newspaper is a recorder, not a judge."

The duty of a newspaper to its subscribers is to serve them all the news possible to gather—news of events and of opinions, and to make the service quick, accurate, unbiased.

Sounds easy—but "try and do it!"

Such success as has come to Fairchild publications is firmly based on such service of "news and ideas" to more than 52,000 men and women who control distribution and production of textiles, apparel and related lines.

The dull figures below give a few details—

FAIRCHILD PUBLICATIONS include: (1) two daily business newspapers—**WOMEN'S WEAR**, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and **DAILY NEWS RECORD**, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—**MEN'S WEAR** and **CHICAGO APPAREL GAZETTE**—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the **FAIRCHILD BLUE BOOKS**—with a combined annual distribution exceeding 185,000 copies; (4) **FAIRCHILD'S BULLETIN**—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris; Washington, D. C.; Chicago; Philadelphia; Boston; Rochester. Staff correspondents or other news correspondents everywhere.

Getter's' button for June, July and August has been worn by the man in the Texas and Oklahoma territory. As a matter of fact, we have not found any locality where hard, consistent effort would not sell goods during the past eight months, and sell them to advantage. It requires a somewhat different breed, however, from the old-time drummer, or the more recent commercial traveler. It requires the sort of salesman which we have named a Go-Getter, and his middle name is Work."

Mr. Sheehan gave a graphic illustration of his meaning. "One of our men came in here the other day," he said, "and sat right where you are sitting. 'Well, Jimmy,' I asked him, 'what are you doing now?' 'Selling razors with a sponge,' he told me. That sounded interesting, and I told him to go on. 'Well,' he said, 'I go into one of these towns with a couple of window displays and a sponge. I tell the merchant I want to put the display in his window, and he says go ahead if I feel that way about it. But first I borrow a pail of water. The chances are that window hasn't been cleaned in ten months, and I give it a real, honest-to-goodness scrubbing, unloading my selling talk all the time. And when I get that window really clean and the display installed there is nothing to it. Will it sell razors? Of course

I asked Mr. Sheehan what the general effects of the demonstrator razors had been. At the time of their first introduction, in 1912, there had been much discussion as to the likelihood that they would kill the sale of the company's standard sets, although they doubtless would stimulate the sale of blades. Indeed, prophets were not wanting who predicted that the demonstrators would absolutely ruin the company's business, since they would have the psychological effect of suggesting that the goods were not worth what was asked for them. It is to be remembered that the standard sets sell at prices ranging from a dollar up, and the demonstrator

was an entirely practicable razor, supplied with one blade, which sold for thirty-five cents.

According to the company's records, however, one person out of every three who purchased a demonstrator, or had one given him, later on purchased one of the standard sets. Indeed, the success of the demonstrator has been such as to lead the company to go even farther with it, as in the present instance where demonstrators are sold to the dealer for ten cents apiece, and, for the most part, given away to the public with the purchase of other goods.

During my talk with Mr. Sheehan, the hum of the factory was insistent, and later on he arranged for a personally conducted tour of the plant in charge of the factory superintendent. On the ground floor a battery of punch presses was busy chewing up ribbons of steel at a rate which looked as though "industrial depression" was unheard of. "There," said the superintendent. "The rate those presses are stamping out blades is the rate the blades are going out of the shipping room—not into stock." Which is probably as good a comment upon the success of the campaign as one could have.

Helps to Restore Confidence

THE FULLER BRUSH COMPANY

HARTFORD, CONN.

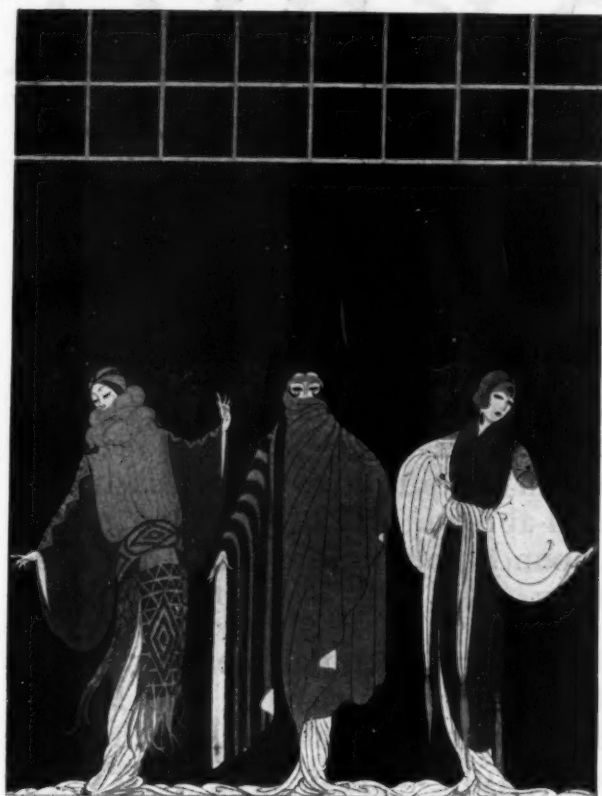
Editor of PRINTERS' INK:

We have had a great many favorable comments on the article, "Why the Business of the Fuller Brush Company Is Good at the Present Time," in a recent issue of *Printers' Ink Monthly*, which was prepared by one of your staff. I think your paper is doing a great work in helping to restore confidence by the publication of articles of this kind.

A. C. FULLER, President.

E. W. Appleby with F. Wallis Armstrong

Ernest W. Appleby, who for the last four years has been with the George Batten Co. at New York, has joined the F. Wallis Armstrong Co., Philadelphia. Previous to his connection with the Batten company, Mr. Appleby was with Calkins & Holden, New York, for seven years.



ERTE has that rarest genius—a constant, ever-fresh, ever-sparkling flow of new ideas. Fashion looks to Erté for inspiration. And so, not only the attention of fashionable women, but also the attention of designers, manufacturers and buyers is drawn to Harper's Bazar. For the work of Erté appears only in Harper's Bazar.

Harper's Bazar

OKUMA

**"Japan's Grand Old Man" is
on the editorial staff of the
PUBLIC LEDGER**

Marquis Okuma has for many years been the spokesman of democracy in Japan. No man in the Island Empire knows more about the trend of public opinion at home and abroad. He has been active in Japanese public life for half a century.

He is now a regular member of the Far Eastern Bureau of the Public Ledger and his cable dispatches are appearing regularly in the Public Ledger and in other newspapers which print them by arrangement with the Ledger Syndicate.

PUBLIC

The daily circulation of the Public Ledger, morning and evening, is more than 240,000



Marquis Okuma is one of a distinguished staff of Public Ledger correspondents which includes Viviani of France, Wu Ting Fang of China, Col. House and more than a score of others.

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

The Charles Francis Press

offers to its clients one of the finest and most complete mechanical plants to be found in this country. But what is more unusual and of vastly more importance is the mental make-up of the organization.

Here is a print-shop where people actually think.

The address, as most people know, is the Printing Crafts Building, which is No. 461 Eighth Avenue, New York City, and the telephone is Longacre 2320.

What Mail-Order Teaches in Selling to Women

Knowing Color Preferences in Advance Makes Big Difference in Sales and Profits

By Ralph K. Wadsworth

PRINTERS' INK has asserted a number of times—and with absolute fidelity to the facts—that the manufacturers, jobbers and retailers of America owe really a big debt to the retail mail-order houses. The debt has been incurred because the intensive mail-order advertising methods have carried direct to the people a knowledge of merchandise that they would never have obtained had their education in this respect been imparted only by the conventional methods of the average retail store.

People know merchandise better because of the mail-order catalogue. This means that they will buy a wider range of articles. The thing is worked out so as to convey a positive advantage to everybody having anything to do with making or selling goods. Price considerations being equal, people will buy goods anywhere just so they get what they want. The mail-order houses, in fact, gain only a fractional percentage of the advantage from this big asset they have created in thus widening the range of people's merchandising requirements.

Another great service done by the mail-order houses—the full importance of which is by no manner of means understood—has been in the imparting of up-to-date merchandising ideas that make for ease in selling, a reduction in overhead and a resulting

increase in turnover and profits. These ideas didn't come to the mail-order houses by accident. They had to be fought for, dug for and paid for. Every big, successful mail-order house in America has had to do this, and the result has been that they have discovered new principles of merchandising that have a tremendous effect upon the business of the country.

Of course the mail-order houses are not scattering these ideas around broadcast. They guard them carefully just as any other business concern would do with something that was so highly valuable. But manufacturers and jobbers, whose success depends primarily upon the success of their retail customers, can know many of these things if they will take the trouble to make a study of mail-order methods. Then the ideas can be passed along to the retailer and

the resulting effect will be good for all.

Every manufacturer's and jobber's service department in America that does anything at all to help the retailer in the way of advertising would do exceedingly well, for instance, to take careful note of how the mail-order houses sell to the women. Unquestionably these concerns have made an intensive study of feminine psychology, desires and buying customs. They know how to guide women in their buying—how to educate them. Moreover, they

Variations in Color Demand Can Be Classified

- 1st—According to line, such as coats, suits, dresses, etc.
- 2d—According to material, such as crepe de chine or taffeta.
- 3d—Whether for women or misses.
- 4th—According to use, as for street or formal wear.
- 5th—Sometimes when shown on catalogue color pages.
- 6th—According to section of the country.
- 7th—From year to year, very gradually.

have learned something that should be a cardinal principle in every concern interested in securing the good-will of the women. This is that the women themselves have certain definite ideas as to what they want to buy. In other words, while educating the women in merchandise, it is the better part of wisdom to learn from the women at the same time. One definite preference that the writer observed while connected with one of the big mail-order houses—and a thing that he doubts is generally known—is that the mass of American women choose practically the same colors year after year. There is, of course, some change constantly going on, but it is gradual and not at all extreme. One year brown will be stronger than usual. Another time various shades of blue garments will be a little more popular. But in practically every case the manufacturer and the dealer can be guided by the experience of previous seasons. New colors are confined mainly to novelties and what might be called the luxury garments. Also more attention is paid new shades in the larger cities than in the country districts and the more conservative towns.

The mail-order house keeps a very elaborate record of its sales, and with those records it is possible to gauge in advance with a good degree of accuracy its customers' preference in colors. On the contrary, the average retail store buyer has only a general knowledge of the colors that sell best. His method is hit or miss and open to mistakes. To do the thing right there should be an analysis of sales by item and by color extending over a great mass of buyers. From the very nature of things, only the large mail-order house can make such an analysis. Here, then, is where the manufacturer and the buyer can learn from the mail-order house to their lasting good.

When a mail-order house makes a mistake, that mistake is good for six months—the life of the catalogue—and it can afford to make very few of them. For that reason sales records, styles, prices

and materials are analyzed to a degree hardly thought necessary by the large retail store. These figures are literally studied for months before actual work is begun on the catalogue.

A recent analysis of more than half a million fashion customers scattered throughout the country made by the writer revealed a great number of interesting and important facts. It was found that not only did women stay by the same colors year after year, but that their preference had definite variations that actually could be grouped and followed year by year to the great benefit of the sales. These variations can be grouped under seven classes as shown in the box on the first page of this article.

One thing noted was that the most popular color in coats is not necessarily the most popular in dresses or in waists. Also, the color that is most popular in a crepe de chine dress is not necessarily the most popular in a satin dress. But if you took five different styles in a crepe de chine dress, the same predominant demand for a certain color would run through all five styles.

In the fall of 1920 if an all-wool velour coat were shown in the colors indicated below, each color would sell the per cent of the total sales shown opposite it:

Brown	29%	of the total sales
Black	22%	of the total sales
Oxford Gray.....	20%	of the total sales
Navy Blue.....	14%	of the total sales
Burgundy	6%	of the total sales
Green	5%	of the total sales
Taupe Gray.....	4%	of the total sales
<hr/>		
100%		

No matter how many styles were shown in all-wool velour, the demand for certain colors would be the same. This is illustrated by the sales records on two different styles pictured on separate pages of a catalogue and carried in Brown, Navy Blue and Burgundy:

	First Style	Second Style
Brown	55%	56%
Navy Blue.....	35%	37%
Burgundy	10%	7%
<hr/>		<hr/>
100%		100%

Hello, Bill! What Did Joe Sell You? Howdy, Joe! Bill Bought, Didn't He?

Mr. National Advertiser, put on your hat and your invisible suit, and walk along with the publisher of the Michigan small city daily, and listen all day to conversations just like that.

The publisher knows all the dealers in his city.

He knows all the people in his city.

He knows all the farmers near his city.

He even knows the fifteen or twenty people (not more) who can't read English. He's got a card index (it fits his vest pocket) of the cranks that don't take his paper.

When you advertise in the Michigan small city daily, you've done a bigger thing for your business in that city than to get the indorsement of the United States Treasury. You might have a pull with the Treasury—but the publisher? We know him!

It is that which makes advertising in the small city peculiarly profitable. The extraordinary wealth of the Michigan small city makes advertising in the Michigan small city extraordinarily profitable. We are running out of adjectives—one has to, when discussing the eighteen afternoon newspapers, each exclusive in its field, that comprise

The Michigan League of Home Dailies

Albion Evening Recorder
Big Rapids Pioneer
Cadillac Evening News
Cheboygan Daily Tribune
Coldwater Daily Reporter
Dowagiac Daily News
Ionia Sentinel Standard
Manistee News Advocate
Marshall Evening Chronicle

Monroe Evening News
Niles Daily Star Sun
Petoskey Evening News
St. Joseph Herald-Press
South Haven Tribune
Sturgis Daily Journal
Three Rivers Commercial
Traverse City Record Eagle
Ypsilanti Press

H. EDMUND SCHEERER

National Advertising Representative

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street

R. R. MULLIGAN

MICHIGAN FACTS—Cheboygan (home of the Cheboygan Tribune) is the land of the big Red Apple. Cheboygan's apple orchards are excelled by none in the World.

Most women have decided for reasons of their own that certain materials look better in one color than in another. To take one instance, if they bought a satin dress, the majority of them would want black, but if it were a silk georgette dress, most of them would ask for Navy Blue. This preference for certain colors is shown as follows:

	Georgette Dress	Satin Dress
Navy Blue.....	41%	35%
Black	20%	50%
Taupe Gray.....	39%	15%
	100%	100%

Price has no effect on the color demand. There may seem to be exceptions in certain cases, but it will be found to be due to the fact that the garments, although of the same material, are for entirely different uses. Such a case would be a dress for evening or formal wear and another for street wear.

Where a garment is suited for more dressy wear, the tendency is toward the lighter shades. This is well illustrated in the case of three silk georgette waists. The first was the regular type which is worn inside the skirt. The second was a basque, or tie-on overblouse, a little more dressy than the first; and the third was a long overblouse with an all-around sash belt and rather elaborate. Below is the color preference on these three blouses. Notice the tendency toward the lighter colors, the more dressy the garment is:

	Regular Georgette	Overblouse Georgette	Fancy Overblouse Georgette
Flesh	28%	34%	40%
Bisque	22%	26%	40%
Navy Blue	50%	40%	20%
	100%	100%	100%

As might be expected, the miss or young woman takes more readily to the lighter colors. She is not so conservative and is more inclined to adopt the newest shades as they come out. A glance at the following percentages will show how this works out. Both are silk georgette dresses of the same general type. While Navy Blue predominates with misses as with women, note the increased

interest in the two lighter colors, Copenhagen Blue and Flesh, on the part of misses:

	Women's Georgette	Misses' Georgette
Navy Blue	49%	38%
Brown	22%	15%
Copenhagen Blue.....	17%	28%
Flesh	12%	19%
	100%	100%

If one were to show a garment in a catalogue on a color page, it would seem logical to picture it in the color that appealed to the most people. That, moreover, is the case. If Brown were the most popular color and a garment were carried in Brown, Navy Blue and Black, to show the garment in Brown on a catalogue color page would bring a greater total number of sales than to show it in either of the other two colors. Incidentally, it is interesting to know that a coat carried in Navy Blue and Brown and shown on a color page in Navy Blue, actually sold more of the Brown than of the Blue.

There is, however, an exception to this rule. This is illustrated in the case of three cotton plush dresses. One was shown on a black and white page, the second was shown on a color page in Brown, and the third was pictured on a color page in Wine color. The color percentages are shown on page 68. It will be noted that on a black and white page Brown outsold the Wine color, but when it was illustrated in

Wine color on a color page, it pulled more strongly than when shown in Brown on a color page. The answer to that is that when thumbing over the catalogue pages, shades of Red attract the eye more readily than Brown.

There is also a variation in the color demand according to the section of the country. People in the Mississippi Valley States west of the Mississippi, for example,



The Big Men of the World Are Coming to Washington, D. C.

Every reply to Uncle Sam's invitation to the Limitation of Armament Conference is an acceptance—and we here in the National Capital are, consequently, planning for a busy winter.

Just think what a wonderful assemblage you can contact with your advertising in the *Washington Star*—particularly at this time—really an international audience will be provided.

The Rotogravure Section will "shine" with brilliant personages, and their doings. Good company to be in.

The STAR is the ONLY medium you ever need to cover Washington's home folks and the great army of visitors.

The Evening Star.

WITH SUNDAY MORNING EDITION

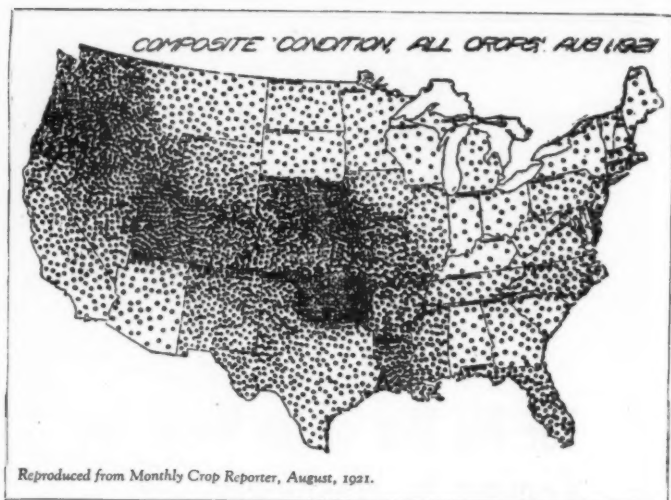
WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. LUTZ
First Nat. Bank Building



Again—crop conditions are best in Oklahoma

Third Consecutive Year of First Rank Commands Attention of Manufacturers

IDEAL conditions for "finishing off" growing crops during July forced Oklahoma into national leadership in combined condition of all crops for the third consecutive year, says the U. S. Department of Agriculture. The percentage was 115.1—almost a full eight points ahead of the second and third states.

Already more than fifty million dollars are in circulation from the wheat crop. Cotton is moving to market at greatly increased prices, followed by the greatest corn crop in Oklahoma's history.

Are the farmers of Oklahoma able to buy?

Governor Miller of the Tenth Federal Reserve District says the general situation in Oklahoma is better than any state in his district; that Oklahoma banks have not been heavy borrowers. The reserve bank now has a lending power of eighty million dollars.

This is not a roseate dream of prosperity. These are facts!

No honest publisher will claim that the 1921 farm market in any state is as good as in 1919. But a survey of more than 300 country bankers in Oklahoma does indicate that the buying power of farmers is 74% as great as in 1919, and that farmers are spending money for merchandise that has undergone substantial liquidation.

Oklahoma farmers are "shopping" this fall. Their wants are undiminished. They are ready to buy when convinced that the price is anywhere near "right." This, coupled with the unwillingness of some manufacturers to invade the farm market aggressively, makes advertising more potent than ever.

The situation spells "Opportunity" to the manufacturer who has faith and is unafraid.

The plain, unembellished truth is that the Oklahoma farm market is good. And we will gladly supply any interested advertiser with the facts to prove it.

THE OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS, Editor

EDGAR T. BELL, Adv. Mgr., Oklahoma City

CIRCULATION 122,519, A. B. C.

June 30, 1921, Audit

National Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Atlanta Kansas City San Francisco

	Black & White Cotton Plush	Shown in Brown Cotton Plush	Shown in Wine Cotton Plush
Brown	36%	59%	19%
Wine Color	32%	21%	67%
Navy Blue	32%	20%	14%
	100%	100%	100%

vary in their preference for certain colors from those living in the Middle West and East. They are also more conservative in adopting new colors.

The application of this plan of color merchandising should appeal particularly to the ready-to-wear house, which has to watch its inventory so closely. If it has stocked any colors that do not sell, they have to be sold at the end of the season at about fifty cents on the dollar.

Another angle is that it could correctly apportion its inventory according to the color demand. Supposing Navy Blue sold twice as much as Brown, instead of stocking forty Navy Blue garments and forty Brown, it could order forty Navy Blue and twenty Brown. Thus it could handle the same sales demand with a smaller inventory—a very important factor today.

Advertisements vs. Announcements

THE FLEISCHMANN COMPANY
FLEISCHMANN'S YEAST

New York, Sept. 19, 1921.

Editor of PRINTERS' INK:

You recently published in *Printers' Ink Monthly* a most interesting article by Mr. Jefferson, of Lyon & Healy. Whether Mr. Jefferson's definitions of advertising and announcements are accurate or not is perhaps not pertinent. They were certainly clear and ingenious, on which counts alone they were well justified.

It occurs to me, however, that a strict interpretation of the definitions given would mean not only that many concerns do not run advertisements, but cannot do so.

As I interpreted Mr. Jefferson's article the advertisement must present something that is really new, and interesting on this account. Of course, most advertisers endeavor to inject new angles into their advertising, and many clever and ingenious twists are given the presentation of different products.

However, as I understand it, mere clever presentation cannot be considered as something new if something basically, and, I might say, materially, new is not included. Furthermore, it would seem that with a great many basic products whose manufacture has

been standardized, something really new would be either unavailable or perhaps undesirable.

Take a product like collars, for instance. The only new features in men's collars that occur to me, covering a period of the last ten to twenty years, are the soft collars and one-quarter sizes. However, the soft collar is not a novelty now and a quarter-size strikes me as being rather on the border line between something that is really new and something that may be presented as an innovation, while being actually only a slight variation from something old.

We don't hear much about quarter sizes any more, and I don't even know whether they are still made. Therefore, the collar manufacturer today is apparently condemned (if it be condemnation) to use announcements instead of advertisements.

About the same situation obtains with a great many standard basic products, like flour, for instance.

The fact that one manufacturer might take another's advertising and find it practically adaptable to his own requirements without changing more than the name is not a serious arraignment, though it is usually considered as such.

Take the Eastman Kodak Company, for instance, whose advertising (or should I say announcing?) is pointed out as representing a very high standard, and whose use of the printed word is, I believe, considered as successful from the sales viewpoint. How easy it would be to take this same advertising and by simply changing kodak to something else and substituting another firm name, to adapt it readily to any other camera manufacturer.

The point seems to be not that the other camera manufacturer could not advertise in exactly the same way, but that he has not. The distinctiveness and the differentiation that the kodak people have secured through their form of advertising has brought them profits and prestige in spite of the fact that there is nothing about the advertising that would prevent another manufacturer of cameras from using it almost intact.

H. S. SNYDER,

Department of Sales Promotion.

Gundlach Has United States Lines Account

The advertising of the United States Lines, operated for the United States Shipping Board by the Roosevelt Steamship Company, United American Lines and Moore & McCormick, is being handled by the New York office of the Gundlach Advertising Agency, Chicago.

A newspaper campaign is now running, and plans are being considered for a general campaign.

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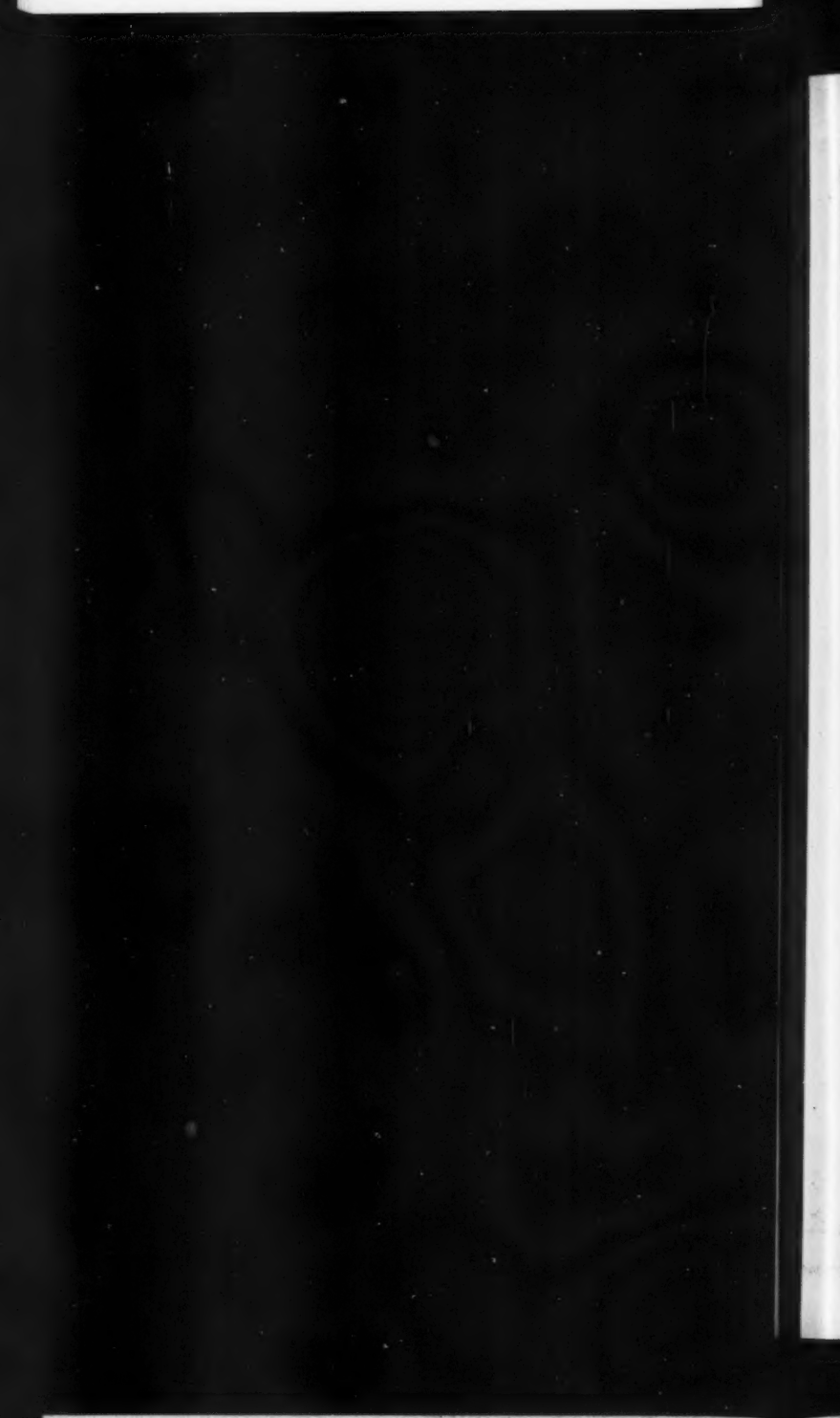
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ALIBIS don't go in the Bundscho organization. "The Message to Garcia" idea is strong here. When you turn work over to Bundscho that's all there is to it, as far as you are concerned. Except results.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU



Textile V
NEW YORK

Technical Supremacy



Not only is TEXTILE WORLD consulted for its market reports and news, but it is the *highest technical authority in its industry.*

Over 3000 technical problems a year put up to its technical staff by readers are outstanding evidence of *confidence* in its opinion.

OVER 850 ADVERTISERS
CAPITALIZE THIS PRESTIGE

Selling to Textile Mills — a booklet, free on request.

Members of
Audit Bureau of Circulations
Associated Business Papers, Inc.

le World

NEW YORK



—always say
“P & A”

“P & A” growth has been founded upon the principles of Quality and Service—and from these principles “P & A” have never deviated during the more than twenty years of their business expansion. Write today for “The Story”—a most interesting booklet just off the press.

Partridge & Anderson Company

Electrotypes - Mats - Stereotypes

716 Federal St. Chicago



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The Salesman Who Creates His Own Opportunities

Keeping an Alert Eye on the Unusual Situation and the Chance Opening Is a Profitable Habit

By S. C. Lambert

THE dining saloon of the big sound boat, New York bound, at seven-thirty of an autumn evening, was crowded to capacity. Returning vacationists from the Cape Cod region were hungry. There was not a vacant chair at any table.

At the entrance the head-waiter stood guard, while a throng swarmed around the door. Our friend, the salesman, just breezing down from his stateroom, pushed through the crowd, and walked right out beyond the "dead line." After a sharp glance in his direction, the head-waiter bowed affably, leading the way down the aisle to the far end of the saloon. Grunts of disapproval came from those who were less fortunate. Here was favoritism of a glaring kind.

Onward the salesman was led, and, with a "Yes, sir, right this way," he passed through a suddenly opened door, into a private dining suite. Then the door closed again.

Mystified, the salesman looked about him. One long table occupied most of the room. It was comfortably filled with prosperous appearing gentlemen, just starting a generous repast. The salesman sat down in one of the unused chairs. He didn't quite understand what had happened. What was this? Had a separate table been set aside for lone gentlemen with long appetites? He observed that, upon his entrance, every head turned, as his companions looked him over, questionably, curiously. Then they resumed a conversation that seemed to be chattily collaborative.

The salesman gave his order, fidgeted, stole an occasional glance at his fellow-diners, and became more and more certain of an embarrassing situation. This was no

general gathering, no free-for-all affair. Some mistake had been made.

But, as the meal advanced, he became an accepted member of the party. The conversation turned into an intensely personal and timely business discourse. Speeches were made. And it was all on the topic of shoes. Trade conditions were weighed in judicial balance, the attitude of the retailer, manufacturing costs, prospects for the coming season, methods of advertising.

It was not until the boat tied up at Newport, and the panorama of battleships caused a hasty exit to the decks, that the salesman had an opportunity to unravel the mystery.

"What is this?" he demanded in a whisper, of the head-waiter who poked his head in at the door.

"Don't you know, sir?" was the surprised retort. "I thought you were one of the party. That's why I showed you into the private dining-room. These gentlemen belong to a shoe manufacturers association—came from Brockton and Boston and Lynn. Going to New York to attend a convention. They had this room reserved for them."

THE SITUATION SAVED

Some quick thinking was required on the part of the uninvited guest. When the others returned, he explained the situation, joined in the spirit of the occasion and was so entirely affable and frank about it that he was not only permitted to remain but established a half dozen business relationships that were not long afterward the means of substantial sales.

This ability to take advantage of the unexpected opportunity is a precious attribute of salesmanship. Many men might have backed out as gracefully as possible and let

it go at that. This man, however, turned an embarrassment into a business triumph and cultivated invaluable friendships. It was merely necessary to mingle tact and diplomacy with some rapid-fire thinking.

Picking up his paper one morning, a salesman for a well-known electrical line, new to the territory in which he found himself and with no prior acquaintance with his prospects, happened to read an item inserted by the local Chamber of Commerce. There would be a meeting at a hotel at noon, in a private dining-room. A prominent expert on economic problems would talk to assembled merchants.

It was an open meeting, and the salesman was on hand. The leading speaker was not a diplomat. He proceeded to take retailers in general to task for some of their well-known shortcomings and was so successful in raking them over the coals that thirty-five merchants around the table took no pains to conceal their resentment.

At this juncture the salesman asked to be allowed to say a few words. He introduced himself and then launched a clever, quick-witted comeback, giving the merchant the sunny side of the argument, defending him, patting him on the shoulder, pointing out his virtues.

There was thundrous applause, and when the meeting adjourned, these merchants gathered around him, thanked him, patted him on the shoulder, invited him to call at their shops. He had made thirty-five of the warmest kind of friends and secured an introduction that was priceless. He did more business in that town, in the next three days, than any salesman in his line had ever claimed.

This type of generalship means searching for opportunities. You must go out gunning for them; they do not knock at your door. They are salesmanship *plus*. They constitute that difference between the unimaginative man and the man who appreciates the vast, hidden power of human nature and has a thorough knowledge of it.

A salesman for a jewelry house,

dealing in low-priced novelties, struck a Kansas town at a period of depression. As one jeweler remarked: "You couldn't sell even a wedding ring to a man who was getting married."

At the local hotel the salesman overheard a bit of interesting conversation that concerned one of the oldest and, heretofore, most successful jewelers in that county. He was in a bad way, financially, although it was no more than a temporary embarrassment. It was rumored that he had gone behind in his store rent a little over six months and the landlord intended to "put him out."

Knowing that this merchant would eventually come around, and was as sound as the very dollars he lacked at the moment, the salesman sought out the landlord, took him to dinner at the hotel and had a three-hour talk over the proposition, convincing him that this shop was a local institution, that its proprietor was, in reality, a shrewd business man, and would soon be back on his feet again. Why not help tide him over, rather than drive him out of the field and into bankruptcy?

It was such sensible, straightforward talk that the salesman won his point. A matter of four and a half months meant much in the life of the jeweler. The luck that had seemed to desert him, returned. He now has four stores in different towns in Kansas. Did he discover who had been his best friend? Well, rather. And the salesman established a basis of business intercourse that nothing short of an earthquake could disturb.

Life is filled with these unexpected opportunities, these chance openings, these unusual transactions by which a salesman can create good-will of the lasting variety. To take advantage of them, and to know how to turn them to good purpose, is an art that deserves cultivating.

George Garner has purchased *The Leader-Observer*, Jamaica, N. Y., from Alfred J. and Horace L. Ball. Mr. Garner has been engaged in newspaper work in New York and Washington, D. C.



—in Northern Ohio

Seventy-eight years ago, The Plain Dealer was founded—it was **FIRST** in Northern Ohio.

For over three-quarters of a century, this fruitful territory has been growing fast, and The Plain Dealer continues to set the pace.

Today this great morning newspaper stands in that same enviable position—**FIRST**.

With this leadership goes the natural sequence—*Results* for advertisers.

And that's what you want!

If you have a worth-while product—you'll find a ready market awaiting you in Northern Ohio. The only way to reach this market quickly, *surely*—and at *one* cost—is through

The Plain Dealer

First Newspaper of Cleveland and Ohio

JOHN B. WOODWARD

810 Times Building
New York

811 Security Building
Chicago

"Fabric Furs" to Be Widely Advertised

Are Offered as a New Article and Not a Substitute

By Hugh E. Agnew

IT is human nature to dislike a sham. Many worthy articles have found an inhospitable market, because they were put out as an imitation of something else, and when finally presented on their own merits found ready takers. While regarded as imitations they were looked upon as shams.

A striking example is oleomargarine and another—which escaped such a mistake—is nut butter. For many years the former was looked upon as an imitation, a substitute, for butter. Of course, being an imitation it was not expected to be so good! It had a hard fight for existence. All the dairy interests arose against it and waged a savage warfare. Legislative bodies enacted hampering laws. For a long time many considered it a deception, and all because it was presented as an imitation of butter—not as something that would be liked in cooking or when spread on bread.

Peanut butter never aroused such antagonisms. From the first it was marketed upon its own merits, and made a place for itself. Its use does not fluctuate with the price of butter, as it would if considered a substitute, to be bought freely when the price of butter was high and less freely or not at all when butter was cheap. Other butter substitutes seem to have prospered largely in proportion as they have been offered as distinctive products or as imitations of something better.

The same was true of Crisco and Cottolene. They were not offered as imitations of lard, but as a vegetable cooking fat and shortening agent. They experienced little difficulty in making their own way on their own individual merits. Users did not

feel called upon to apologize, or to cover up the fact that they were substituting one of these products where lard or butter had formerly been used.

Six or seven years ago Gordon & Ferguson, large fur manufacturers of St. Paul, began to call a spade a spade in the fur industry, and ran an interesting series of advertisements explaining the use of the various terms to the ultimate consumer. They also branded their made-up pieces with the names by which the animals were known which formerly wore them. But in spite of all that publicity the old trade names persist. Of course, dealers are not misled by them, and now that they have been given so much good advertising, not so many of the people who wear those furs are deceived or misled by the names. Yet the names remain a handicap, as legitimate fur dealers have to spend much time in explaining just what they do mean to avoid the possibilities of misunderstanding.

NO THOUGHT OF A "SUBSTITUTE"

With such an example, and habits of substitution of such long standing within the industry, it would have been the usual thing, and naturally expected, that manufacturers of "fabric furs" would market their products as substitutes for pelt furs. It would have been so easy to write copy dwelling on the similarities, and how "no one except an expert would know the difference." And it all would be a constant reminder that the former was only an imitation, and the subconscious thought would brand it as a sham, inferior to pelt furs, to be worn only by those who could not afford the real thing. But fabric furs were handled in a better way.

(Continued on page 81)



VANDERHOOF & COMPANY *General Advertising*

VANDERHOOF BUILDING • 167 E. ONTARIO ST., CHICAGO

Changing a Buying Habit With a Pinch of Salt

*How an entirely new interest was aroused
in a supposedly prosaic product, old as time*

Salt to most of us was just salt—a cold fact that crystalized the difficulty in merchandising it.

But by constant digging, we found a fresh angle of approach in Colonial Special Farmers' Salt through its tiny, soft, porous flakes of instant solubility. This brand name, now established, has altered a blind custom in buying salt.

Deep in every product there is always an appeal worthy of persistent digging.





ETHRIDGE

Our Twentieth Year in business! This Institution has grown, until now, despite a period of world inaction, it is larger, more rugged, stronger in every way than ever in its history.



We have referred to The Ethridge Company as an Institution. Years ago its founders meant that this should come true and it *has*. Advertising and Advertising Men know that they can *depend* upon us and that we are at all times *practical*.

BRIDGE

Young in spirit, we have rubbed elbows with every form of Advertising problem long enough to do the *right thing*, promptly, intelligently. When a business reaches its Twentieth Year, it means that the foundational ideas deserved support. Busy as we are, we wanted to pause long enough to say - "Thank You."

George Ethridge

NEW YORK
25 East 26th Street
CHICAGO
140 N. Dearborn Street

1902
1921



Oh yes! There is one medium we all think of when we want to reach the most men in the United States.

We'll grant you that without an argument.

Now *you* grant *us* something. Grant us that the outdoor man is a strong, red-blooded man; that he must have money to pay for his hunting and fishing; that he makes that money in his business.

Grant us that he is a first-class American with plenty of wants, spends his money freely, and that his trade is well worth your going after.

And grant us that the outdoor publications reach some 500,000 such men—nothing but men—every cent you pay for your advertising goes to men of that kind.

That's all. Thank you!

**FIELD
AND
STREAM**

**OUTERS'
RECREATION**

New York

Chicago

combinations with pelt fur, but never as a substitute or mere imitation.

Expensive garments of this fabric product are to be among the fall displays. It is not expected that the sale of \$500 "fabric fur" coats will be large. But there will be less hesitation

such as Stein & Blaine, Hickson and Bergdorff Goodman. Farsighted buyers are both buying and openly predicting a popular run for the new fabric. All of this, with reproductions of letters and signatures, is presented in the trade advertising. No point can be overlooked when cutters-up and dealers are being impressed with the advent of a new style departure.

The consumer campaign, which opened September 15, will carry full pages in four of the leading magazines for women. Like the Oneida Community plate advertising, it seeks to "give a reason for buying plated ware instead of sterling," as Dr. B. L. Dunn of the Oneida Community, Ltd., described his objective. The "fabric fur" copy is replete with reasons why women will delight in wearing garments in which pile fabric is the basic material.

What women ask about fashion goods is, are they pleasing, graceful, distinguished? Have they a well-known name? Are they being worn?

Women know by instinct what is rich and expensive and what is cheap. They want to be assured of its correctness. The full-page magazine advertisements present "fabric furs" made up by the master designers and worn by well known stage beauties. They are expected to quiet the misgivings of any woman as to the popularity of the loom-made product; while the sponsors of the new styles assure them of social position. Furthermore, the reproduction of those advertisements in the trade papers is calculated to supply the trade with the needed



This campaign runs in
VOGUE
HARPER'S BAZAR
PICTORIAL REVIEW
LADIES HOME
JOURNAL.

Biggest consumer campaign ever put behind Fabric Fur starts September 15

A SWEEPING consumer campaign on Fabric Fur, the biggest ever run on this subject, will begin September 15.

It will appear in successive issues of the Ladies' Home Journal, Pictorial Review, Vogue and Harper's Bazar.

It will be read by approximately 4,000,000 women.

In impressive full page advertisements the big new range of Fabric Furs will be enthusiastically and convincingly sold to these four million women.

They will be told how the world's greatest fabric-designers in new manufacturing operations in Fabric Fur have the foremost Fur houses have already

placed large orders, in anticipation of an unusually large Fabric Fur season.

Illustrative and beautiful new models in Fabric Fur, especially knit-fur, by designers like Irene, Elsie & Co., and in quality reproductions such as knit-fur, camel or kid-fur, will be displayed.

Fabric Fur suits, dresses, and sports costumes, as well as coats and mantles, range in knit-fur, and in quality reproductions such as knit-fur, camel or kid-fur, will be displayed.

Fabric Fur as a dominating element in the new style will be brought home to women in every issue in the country.

Don't fail to follow this campaign. See if you can't find a garment which is being offered in the latest estimated production of Fabric Fur.

TRADE PAPERS TOLD DEALERS OF THE CAMPAIGN IN GENERAL PUBLICATIONS

on the part of women shoppers to accept coats of fabric at \$50 to \$150 after seeing the more expensive coats displayed.

ADVERTISING IN TRADE PAPERS AND GENERAL MAGAZINES

The advertising, which is now occupying extensive space in trade papers, carries commendations of "fabric fur" and predictions of its coming popularity from such style authorities as the famous French designers, Pierre Bulloz, Jenny and Philip Man-gone. It also has the stamp of approval of American houses,



*"Not how much—
but how well"*

THE policy on which this agency was founded—namely that of serving only a few accounts in order to serve them better—has proved so satisfactory that neither our clients nor ourselves would willingly see it changed.

Necessarily, then, even the few new accounts that the future may bring us can be added *only* after the basic problems of old clients have been mastered.

It has been more than a year since our latest client came to us; it may be longer before our next connection is made. But we are ready now to apply what we believe to be some unique advantages in agency service to the handling of a new problem.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

Our present clients are:

LIGGETT & MYERS TOBACCO CO.

(*Fatima, Chesterfield and Piedmont Cigarettes*)

JOHNS-MANVILLE, INCORPORATED

WESTERN ELECTRIC CO.

assurance that the new fabrics will "go."

To let prospective buyers into the secret that "fabric furs" are less expensive than pelt furs, is a bit of information that requires the most delicate handling. The idea of "just as good but at less price" long ago outran its effectiveness. To make any direct comparisons with pelt furs might indirectly suggest imitations, and would tend toward misrepresentation. Also to compare prices with costly furs might indirectly suggest that the "fabric furs" are cheap—imitations. The difficulty was avoided by the adroit statement that, "fabric fur models sell at a price that any well-dressed woman can afford."

That statement bears a delightful indefiniteness, yet is reassuring. It prevents the conclusion that the new fabric is cheap or that the price limits its sale to the millionaire class. As a leading fashion advertiser has said, "It is not enough to satisfy—women need to be surprised, delighted, impressed, especially with a substitute article." That in general is the purpose of the campaign, including the statement of price.

An elaborate prospectus of the campaign, both for the trade press and women's magazines, has been prepared for the use of the manufacturers' salesmen. Also bound copies are furnished the sales departments of the cutters-up, and for their salesmen.

Madison Tire Company Plans Sales Stimulation

Joe M. Dine has been appointed general sales manager of The Madison Tire and Rubber Company, Inc., New York, succeeding J. C. Matlack. Mr. Dine has also been made vice-president and a member of the board of directors. He was recently vice-president of the Oldfield Tire Company, Akron, O.

The Madison company is increasing its sales force about 100 per cent, and is negotiating for extra distributors in the West and Middle West. Increased advertising is anticipated. Mr. Dine informs *PRINTERS' INK*. A campaign in trade publications is planned for the near future.

On October 1 the executive offices of this company will be moved from New York to Buffalo, where the company's factories are located.

Selling the Banker on Advertising

SACRAMENTO-SAN JOAQUIN BANK
SACRAMENTO, CAL., Sept. 8, 1921.

Editor of *PRINTERS' INK*:

I agree thoroughly with R. D. Brigham's article, "Why Banks Don't Know Value of Commercial Advertising," in the September 1st *PRINTERS' INK*.

One of the most frequent criticisms heard at meetings of bank loan committees considering the budgets of clients is "Too much for advertising." To many bankers, advertising is a matter of donating a certain amount to the local paper in order to retain its good-will, or giving a screen ad to a local theatre in order to retain its account, or giving an ad to some local organization committee in order to retain the good-will of its members. Those bankers do not realize that commercial advertising has a business-bringing value.

Might I suggest, through *PRINTERS' INK*, that the Associated Advertising Clubs of the World in planning its campaign to "advertise advertising" might well give special consideration to advertising advertising to bankers, from the angle of financial advertising campaigns?

If a banker is sold on advertising for his bank, it is certainly much easier to sell him on advertising for commercial houses. But, out of over thirty thousand banks in this country, a comparatively small percentage advertise.

RALPH HENDERSON,
Assistant to President.

New Accounts for Philadelphia Agency

The Bloomingdale-Weiler Advertising Agency, Philadelphia, has secured the advertising account of Barker, Moore & Mein Medicine Co., Philadelphia, manufacturer of supplies and foods for poultry, cattle, horses, sheep and hogs. Page and half-page copy will run for twelve months in an extensive list of farm papers.

The same agency has secured the account of the Novelty Borax Soap Co., of Philadelphia, copy to appear in the dailies of Pennsylvania and New Jersey; and of the Quaker City Motor Parts, manufacturer of Continental parts for automobiles. Copy for this account will appear in the dailies of Pennsylvania, New Jersey, Maryland, Virginia, District of Columbia, North and South Carolina.

Associated Clubs Answer Accountants on Advertising

An answer to a report on advertising made by a Special Committee on Professional Advancement of the American Institute of Accountants has been made by the Associated Advertising Clubs of the World. Copies of the answer have been sent to newspapers and periodicals by the Associated Clubs.

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750,000 MEN

THEIR FAMILIES AND HOMES

COLUMBIA is the official guide of more than 750,000 Knights of Columbus—an institution rather than a magazine.

COLUMBIA is mailed to the homes of these 750,000 active men—its attractiveness, fiction and features give every member of the family pleasure and instruction.

Advertisers get men plus big family home circulation for a remarkably low cost.

HAVE YOU SEEN IT?
USE YOUR LETTERHEAD

COLUMBIA

National Monthly Published by Knights of Columbus

WARREN KELLY

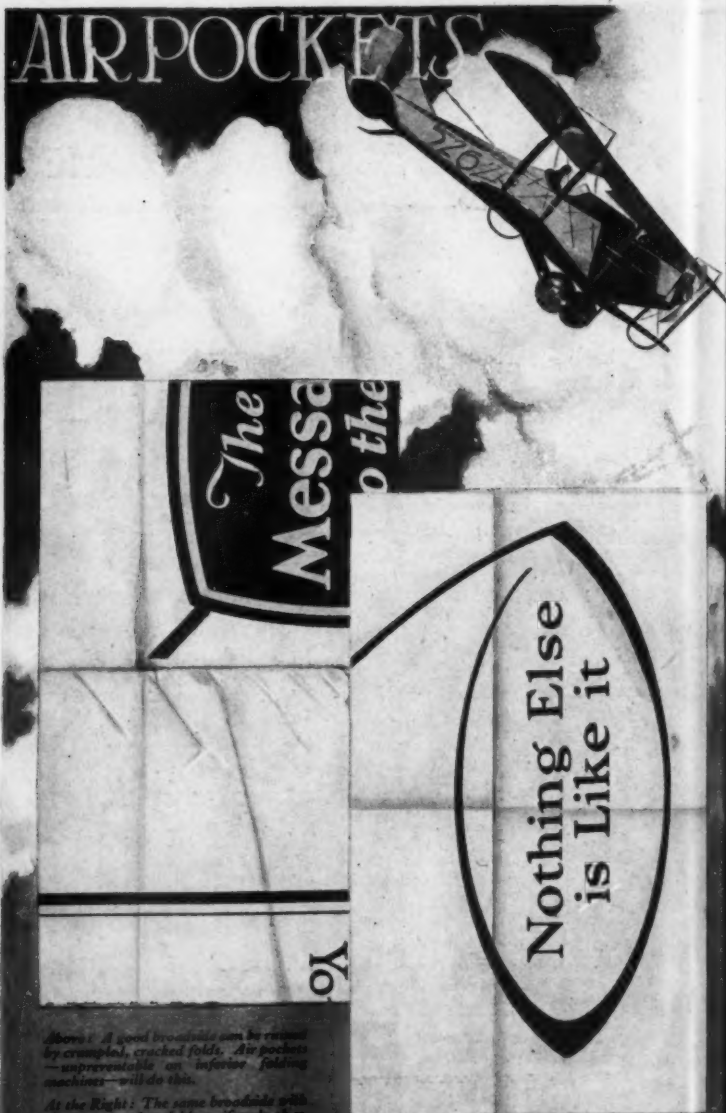
Advertising Director

105 West 40th Street, New York

SEARS & IRVING, West. Represent.
Peoples Gas Building, Chicago, Ill.

NEW ENGLAND OFFICE
Little Bldg., Boston, Mass.

AIR POCKETS




The
Messag
to the

Nothing Else
is Like it

Yo

Above: A good broadside can be ruined by crumpled, cracked folds. Air pockets—unpreventable on inferior folding machines—will do this.

At the Right: The same broadside with clean-cut, perfect folds uniformly characteristic of work done on Cleveland Folding Machines.



AIR POCKETS! Every air-man fears them, for in a trice they can tilt his 'plane—perhaps send it hurtling headlong to oblivion.

There are air pockets of a different kind which (more frequently than you guess) send direct mail pieces into the oblivion of the prospect's waste basket.

These occur in the folding. At the folds, the paper stock is crumpled, cracked, ugly. Your most elaborate broadsides and folders look sloppy and cheap—just because of poor folding!

To avoid this, be sure your printer uses Cleveland Folding Machines.*

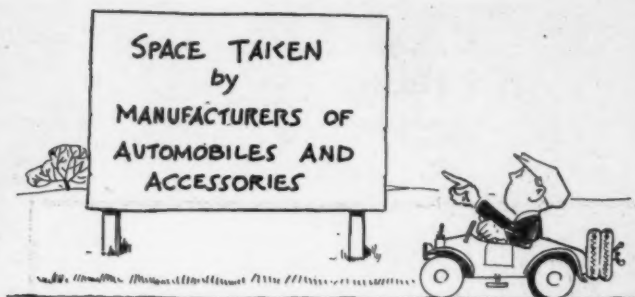
Clevelands are capable of producing clean-cut, perfect folds. Their exclusive method of folding prevents air pockets and other defects. Ask your printer if he has a Cleveland. Next time you produce a piece of folded literature, specify that a Cleveland fold it.

May we send you samples of novel Cleveland folds? They'll interest you.

**Cleveland folding machines make any fold produced by any other folding device, and 146 distinctive folds that cannot be made on all other folding machines combined.*

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY : CLEVELAND



In a recent issue of *Printers' Ink*, five pages were taken by periodicals, calling attention to the value of their space for manufacturers of automobiles and accessories.

They pointed to this space as an index to the quality of their subscription list.

A circulation that is *concentrated* on car owners is offered to the advertiser through the pages of *MoToR*—The National Magazine of Motoring.

The leading manufacturers are aware of this. And *MoToR* leads *all* magazines by a wide margin in the volume of car and accessory advertising carried.

Incidentally, *MoToR* carried 17% more space than the next magazine in the field of General and Class Advertisers.

Make your plans now for MoToR's January 1922 Annual Show and Reference Number. 50% increase in circulation at no increase in rates.



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How We Are Lifting the Bars from a Restricted Market

Attractive New Use Suggestions Seem Likely to Create throughout the Country a Greatly Increased Demand for Mustard

By Frank Gulden

President of Charles Gulden, Inc.

IN such a business as that of my company, I fancy I am not far wrong in considering that of all our problems the most important one is that of advertising.

Advertising has given us our strong position in our field. Upon advertising we almost always depend for the solution of our other problems, especially the big ones. For instance, we are just now using it to remove a serious difficulty by creating what is virtually a new food habit.

What we are trying to do is, I admit, a rather big and ambitious thing to attempt. But the solution of the difficulty, if it can be done, is very important to us, and I believe that many another manufacturer may be in a somewhat similar situation and will watch with interest what we are doing and what sort of success we have.

Briefly, what we are now seeking by advertising is nothing less than a complete change in some of our national ideas as to food—the development of an altogether new and larger appreciation throughout the country of the use of mustard. To establish an entirely new food product would probably be very much easier than this effort to increase the use of an old and well-known product.

Our object, of course, is to see whether we cannot expand our market by preventing it from reaching its saturation point. To sell more mustard we must get more mustard eaten, for we are selling now pretty well all we can expect to under the present circumstances. To get more mustard eaten we must find a way of lifting the bars which restrict the use of mustard and consequently our market—the bars formed by deeply-rooted custom descending from the days when practically

the only use for mustard understood was to give a flavoring dab of it to a ham sandwich.

Give even a passing thought to mustard and you will grasp the Gulden situation and the difficulty which we are trying to overcome by advertising. You will, I think, recognize at once that our position is not altogether an unusual one. There are others who have almost exactly the same kind of battle to fight. In our case there are, perhaps, unusually well-marked features which make the situation very clear and point the way to the only possible remedy—if it is possible.

AT BEST, MARKET SEEMED CONFINED

The house of Gulden has been making and selling prepared mustard for fifty-four years. We have built up what can fairly be called a large business for an exclusively mustard enterprise. Our product and advertising have comfortably entrenched us in consumer good-will and keep us so. We seem to have hit the American taste in mustard. We do not fear competition—we have seen it come and go many a time and leave us unimpaired.

But time and our own success brought us face to face with this question: Had we reached our limit and was it impossible for us to make our business larger, that is larger to any considerable degree? Here is what we are doing to find the answer to that question, which every business is likely to run up against sooner or later if it lives long enough.

Anyone who has noticed the current Gulden campaign will have seen that the color work of the car-cards and the newspaper copy are based on new uses for mustard. That is our plan of battle

against the barriers of old habit which hem in our market and prevent its growth. But are we getting any signs of probable success?

Our new campaign has now been running long enough for us to know something as to its effect. It is too soon yet to speak of the ultimate and permanent results. Still, we are in a position

The rest is a matter of slow education. It would be foolish to expect otherwise.

Yet who at the first thought would not have believed that there could be no uses for mustard which were not perfectly well known in every household and that new ones could not possibly be invented? Investigation soon showed that the fault was ours.



STREET-CAR CARD, IN COLOR, THAT HAS HELPED BROADEN THE FIELD FOR MUSTARD

to be able to form an estimate. We are satisfied that our new uses will produce results which will mean a big opening up of our market.

The response was quicker than any we have ever had. Letters coming to us from consumers and comments from our dealers, both wholesale and retail, early told us that the attractive presentation of our new suggestions for the use of mustard had largely increased the satisfaction of old Gulden customers and won the interest of new ones to an extent that was quite remarkable. This has been well confirmed by the additional business that has followed already.

It was not easy to decide what kind of advertising campaign gave the best promise of answering our purpose. The new uses idea seems to have reached the mark. Whether or not we shall finally produce anything like a complete change in the country's attitude toward mustard, we know that our new uses are catching on.

We had made the mistake many manufacturers make—we knew our product so well we could not realize that others did not know it equally well.

All I can say now is that if your product is one susceptible to a new-use campaign, give it the once-over several times—you will find your new uses all right if you hunt hard enough. And it is probable that they will considerably surprise you as well as increase your business.

The main point of our application of the new use idea is this: We are now placing Gulden's Mustard in the sauce and condiment class. Ordinarily, mustard is used with beef and ham, but sauce of some sort or another, and not mustard, is usually called for in the case of hot meats. There is one of the places where mustard suffered through the results of habit and insufficient knowledge.

We are now calling Gulden's Mustard "the universal condiment." That alone at once lifts

it into the wider class to which it really belongs. We are saying, "There's not a meat, fish or fowl, sandwich or salad that isn't improved by the enriching tang of Gulden's Mustard."

Salads form another immense field which we are now entering for probably the first time. We are now teaching that "Tomato, chicken or potato—choose any one you wish—there's a treat in store for all who haven't tried salads with Gulden's Mustard."

In addition to these direct table uses, we are urging women to discover the value of Gulden's Mustard as an appetizing flavoring in many dishes they prepare.

How effectively these suggestions work will be readily seen. They at once arouse interest and curiosity. They do that, too, where everybody is more or less ready and even anxious to try something new.

It is often possible to measure with unusual accuracy in our business the results of any new sales effort. This is because we have only the one product and have practically a hundred per cent distribution. With the exception of olives, a line which we have now dissociated from our mustard business, we have never handled anything but prepared mustard.

Our normal market might almost be compared with an eight-day clock which has developed a slight but persistent gain. Our normal growth is as steady as the increase of the population—plus a definite acceleration due to advertising. Consequently we can gauge with certainty the benefit that comes from our advertising.

We know then pretty clearly what our new campaign is doing. We are certain that it is going to give us a remarkable development.

Incidentally, too, it is solving for us a problem which has been a source of worry to many manufacturers in all kinds of lines during the past two years.

During the war some of the markets for mustard ingredients went out of operation. To protect ourselves from the threatened shortage we bought heavily.

Soon after the armistice we had to be ready to buy again though we had a very large stock on hand. Otherwise our future supply might have been endangered.

The resulting problem was a nice one but was not at all serious for us because we had a staple business. It did, however, tie up a large amount of capital

Gulden's Mustard

READY-TO-USE

Tomato, chicken
or potato—
choose any one
you wish—
there's a treat
in store
for all who
haven't tried
salads with
Gulden's Mustard.



ONE OF THE SERIES FOR USE IN
NEWSPAPERS

and made us anxious to discover the way that would increase our outlet so as to take care of the situation. Our new uses are giving us the necessary way.

Such has been our advertising experience. I am convinced that any manufacturer, who has his product right and is backed by

well-founded good-will, can always do business—I mean, do more business—no matter what others may be doing, saying or thinking. I may be mistaken, but I believe hard times are often only the outcome of poor advertising or a lack of courage to do the right advertising at the right moment.

Selling mustard is not at all difficult. Were you content to regard it as a staple with a very restricted market and let it go at that, as your dealers will if you let them, there would be nothing in its merchandising today which could be dignified by being described as a problem. But it has its problems for all that. The sale of mustard will no more run automatically at its highest possible point than do any other sales.

There is no big inducement in mustard, unless we are now finding it, to arouse your dealer's enthusiasm. You bring him no rapidly recurring profit to lead him to put you on his front shelf and keep the dust and flies off you. No, you need to keep after him with your sunniest smile, or he may forget you half his time.

We sell through wholesale distributors exclusively and we regard our jobbers as we do our bankers. We could not get on without them. But we maintain our own staff of salesmen who call on the retailers and jack up the Gulden business for the wholesalers. In that way we manage fairly well to see that the dealer does not forget to keep his stock up.

All our dealers have always been very friendly to us, as they usually are to an advertised product. We have found that it is up to us entirely to see how our business is looked after. Our salesmen, for example, make a point of always looking at our dealers' stocks, and they replace all jars the labels of which have become soiled.

That we owe our success entirely to advertising is not a matter of opinion on my part. The records of our business show that step by step its growth has been brought about as the result of ad-

vertising. This has been so from the earliest days when soon after the Civil War my father first set out to supply an American-made mustard to compete with the prepared "Moutarde Superfine" imported from France.

Though we have long been national advertisers, we have never been, and are not yet, what we would call big advertisers. I feel now that the day may be coming when we will be. We are running our new campaign in most of the large cities throughout the country, using newspaper space and car-cards. We are also, of course, using the trade publications. I hope eventually to see Gulden's in the big national magazines.

Here are some of the many other things our advertising has taught us or compelled us to learn.

Soon after my father started putting out "Moutarde Superfine" he was selling no fewer than thirty different sizes and shapes of container and had as many prices. We have now only one size and shape of bottle and only one price. Many of the dealers did not welcome the change. They would rather sell a big bottle than a small one. But until we decided to have but one container we could not make our advertising very effective. Ever since then we have strongly featured our bottle. It is now in itself a good advertisement.

We also soon found that the use of the name "Gulden" was far more important to us than the use of "Moutarde Superfine," though to our customers the French meant prepared mustard as distinct from dry mustard. When the coming of the pure food laws cut out the use of foreign languages on food products we gladly grasped the opportunity to change to "mustard."

Our label still says "Prepared Mustard," but the "Prepared" grows smaller and the "Mustard" larger, and underneath is "Gulden's" in much larger type. People are getting to think of "Gulden's" as meaning the mustard that is eaten in contradistinction to the mustard that is used

(Continued on page 97)

The Chicago Daily News \$30,000 Scenario Contest is dedicated to the belief that amateur scenario writers, with proper advice and encouragement, can produce strong, vivid stories of real life that will stimulate the work of permanently establishing moving pictures as one of the great American contributions to art. It is with faith in this belief that The Chicago Daily News has undertaken this contest.

For the details read The Chicago Daily News.



“A masterpiece of salesmanship”

*How the Tinsley Container helped to open new
fields for the Hubbell line*

THEY did a big business in household electrical accessories, but almost entirely with contractors. The problem was to broaden the distributing field by reaching dealers and consumers as well.

A special Tinsley Container was built to hold an assortment of the ten Hubbell specialties—several of each article, making thirty cartons in all. The manufacturer drove home this new idea to the dealer through trade paper advertising—showing how the Display Container meant a big over-the-counter business for Hubbell accessories.

Panels on the sides of the Container, illustrating a typical use for each article,

were used to attract the customer's attention and arouse his interest.

The result was all that the makers had hoped for. The advertising and display value of the Tinsley Container had opened a great new market.

Printers' Ink for September 8th, in an article discussing this achievement, has this to say of the Hubbell Tinsley:

"A masterpiece of salesmanship."

"The container stands at just the right angle on the dealer's counter to give it the most selling effectiveness."

"It focuses the attention of the consumers on the thing they have seen advertised. It reminds them of something they had intended to buy. It concentrates the line in small space, and thus automatically forces the customer to buy more intensively."

Here is just one example of the success of the Tinsley Display Container. What they did for this prominent electrical manufacturer, the Robert Gair Company is doing for many other manufacturers in dozens of different industries.

Opposite is reproduced the Hubbell advertisement from the August *Electrical Merchandising*, showing how the manufacturer features the Tinsley Container in his advertising as prominently as the product itself.

*Send today for a sample
Tinsley Container, and
our illustrative booklet
on Display Containers*

ROBERT GAIR COMPANY

350 Madison Ave., New York

Folding boxes

*Labels
Lithography*

Shipping cases

Chicago

Philadelphia

Boston

Buffalo



ERWIN, WASEY & COMPANY
Advertising

NEW YORK

CHICAGO

LONDON

We seek to have all our work bear the impress not only of unusual advertising craftsmanship, but of a competent understanding of the sales situation with which it is primarily concerned

medicinally. The importance of small points often becomes very great when you advertise. It is sometimes difficult to realize this until some chance brings the little points to light.

Recently we had an interesting experience showing how quickly the American woman discovers and appreciates small improvements. Before the war we had always supplied a little round spoon with our jar. It was made in France from boxwood, machined in a lathe, and was relatively expensive. Came the war and these little French servers could not be obtained. Then we provided the flat, spade-shaped server which we now supply, and which is made in this country.

We did not draw attention to the fact that this shape of server is handier and altogether more practical, but the women soon found that out. The change in design of the server produced quite an appreciable increase in our sales.

This, too, I think, is interesting: after all the years we have been advertising Gulden's mustard, it is still possible for us to discover something new and better for our advertising. That ought to encourage others, if there are any, who may think all the good ideas have been used up and there are no new ones left for them. If our advertising experts can apply to mustard something more effective than anything we have previously used, it can certainly be done with equal ease for any other product.

Clarence W. Cranmer with Whitehead & Hoag Co.

Clarence W. Cranmer, formerly advertising manager of the "Philadelphia Retail Ledger," and recently sales manager for the Rex Seal Products Company, has joined the Philadelphia sales organization of the Whitehead & Hoag Company, Newark, N. J.

Canadian Dyers Appoint Agency

R. C. Smith & Son, Limited, Toronto advertising agency, has obtained the advertising account of Langley's, Limited, of the same city, cleaning and dyeing establishment.

Yes Indeed, Let's Forget All About It!

NEW YORK, Sept. 15, 1921.

Editor of PRINTERS' INK:

I cannot understand your standpoint in identifying yourself with the reprint from "The General Chemical Bulletin," entitled "The German Mind" (PRINTERS' INK, August 18, 1921). Do you blame the Germans for protecting their chemical knowledge, for which they worked laboriously, and one of the few means by which they could ever hope to rise again? Do you not know that their patents were illegally taken from them in violation of a sacred contract made by this country, and do you approve of the methods of one of our chemical companies which, by bribery, has induced German chemists to violate their trusts, steal the secrets of the factory in which they were employed and come here, even under a breach of the immigration laws, permitted by subservient Government officials? That the self-interest of the chemical paper should induce it to condone crime and, on top, ridicule the victim is, perhaps, understandable, although far from ethical, but a paper like yours, known for business integrity and for common sense, ought to take a wider, more impartial view of these questions. If you do not know it yet, the war is over and blood guilt is on him who tries to foment another one. What has become of that boasted American fairness against the vanquished? Why do you still permit correspondents to use the word "Hun" as a designation for the Germans, now that the atrocity stories have been shown up as mostly inventions pure and simple. All I would ask you—be fair and remember we are not without sin.

F. MARQUARDT.

Clothing Account for Kobbe Agency

Fleming, Ltd., of London, custom-made and ready-to-wear English clothing, which has opened shops in New York and Philadelphia, has placed its advertising account in the hands of Philip Kobbe Company, Inc., New York. Newspaper and magazine advertising will be used.

E. M. Giles President of Bristol "Courier"

E. M. Giles, recently editor of publications for E. F. Houghton & Co., Philadelphia, manufacturer of oils and leather, has been made president of the Bristol, Pa., Courier Company, and editor of the *Courier*.

St. Louis Bed Manufacturers Appointment

L. H. Goldman, recently with the Adamars Co., St. Louis, has become general sales and advertising manager of the Ruche-Coppersmith Bed Co., also of St. Louis.

Why Not a Federal Law Against Fraudulent Advertising?

Such a Law Would Be without Effect as Regards Local Advertising

NEW YORK, September 15, 1921.

Editor of **PRINTERS' INK**:

I have often wondered why it was necessary to go to all the trouble of having the **PRINTERS' INK** Statute passed by the States separately. Why would it not serve the same purpose to persuade Congress to enact a law which would cover the nation? There is doubtless some good reason for this, and perhaps you can enlighten me.

S. A. McPHERSON.

THE main reason why a Federal law against fraudulent advertising would not be the equivalent of laws passed by each of the several States, is the fact that Congress has power to regulate interstate and foreign commerce only. That is to say, the Constitution of the United States grants to the Federal Government the power to regulate commerce when it crosses the boundary between States, or between the United States and a foreign nation. All jurisdiction over intrastate commerce (unless some purely Federal right is involved) is left within the jurisdiction of the several States. Thus, no Federal law against fraudulent advertising could touch the local advertiser who did not offer his goods for sale beyond the boundaries of his own State.

Further than that, it would be difficult to get action in enforcing such a law on the part of the Federal District Attorneys. You can hardly ask a man whose mind is occupied with the broad problems arising in anti-trust cases, for example, to stop and prosecute some petty rascal for misstatements of fact in an advertisement. Nor is it advisable to take up the time of the Federal courts with such matters, which belong more properly in courts of local jurisdiction.

As a matter of fact, there is now pending before Congress a bill against fraudulent advertising, which was introduced by Representative Kreider on June 3

(H. R. 6813). This is based upon the old New York fraudulent advertising law, and penalizes false statements, made *knowingly*, concerning the quantity, the quality, etc., of merchandise that enters into interstate or foreign commerce. It is felt that this law, if passed, might be of some use to the Post Office Department in prosecutions for fraudulent use of the mails, and that it also might reach certain cases which are difficult to reach under State laws—particularly those involving business with foreign countries. It is not in any sense, however, a substitute for the State laws, and it is to be doubted if any Federal law, however drastic, would accomplish the necessary results.—

[Ed. **PRINTERS' INK**.]

Agency Convention at Philadelphia

The fifth annual convention of the American Association of Advertising Agencies will be held in Philadelphia on October 11 and 12. More than two hundred delegates are expected. The executive board of the association will meet on October 10 at Philadelphia.

Eugene McGuckin, chairman of the Philadelphia Council of the Association, has been made chairman of convention arrangements.

Two Join "New York Evening Post"

Deane H. Uptegrove, formerly of the Barrows & Richardson advertising agency, Philadelphia, and Daniel Henderson, formerly promotion manager of *McClure's Magazine*, have joined the staff of the *New York Evening Post*. The former will have charge of the paper's promotion department, and the latter will be promotion manager of "The Literary Review" of the *Post*.

B. H. Kostick Leaves Weber & Heilbroner

Benjamin H. Kostick, for the past two and a half years assistant advertising manager of Weber and Heilbroner, has resigned to become advertising manager of the Kleinhans Co., Buffalo, N. Y. He will assume his new duties October 1.

During the last three years there have been decided changes in the relative merits of all classes of advertising media.

It is important that advertising men take cognizance of these changed conditions.

Write (on your business letter-head) for a group of blue-print charts, showing present conditions among the National farm papers.



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

461 Fourth Avenue, New York

Oneida Building, Minneapolis, Minn.

The Improved Technique of Newspaper Illustrations

The Discovery Made That Artistic Things Can Be Done in a Field That Has Seemed to Prohibit So Much

By a Commercial Art Manager

SO much has been written of a technical character on the limitations of newspaper printing that advertisers have been rather afraid to experiment. The warnings were not without justification, but it is nevertheless true that the artist who creates illustrations and embellishments of various kinds for poor-paper reproduction can overcome some of these technical obstacles and vastly beautify and improve the general tone of newspaper campaigns.

And these campaigns have needed it. The tendency to slight them somewhat has been apparent for a long time to those who have the best interests of advertising at heart.

It is neither just nor sound business to shrug the shoulders and remark, "We can do fine things in our magazine campaign, but in the newspapers—it's impossible. Have line drawings made that will print and let it go at that."

No one who has studied the problem will get far away from the argument that the greatest possible care must be exercised in the technique employed. The fussed-up pen drawing is almost sure to prove a disappointment. Half-tones, as we have maintained all along, are ever a gambling chance, although it is admitted that some recent experiments by engravers in coarse-screen effects, high-lighted half-tones, etc., bid fair to revolutionize even this department of reproduction.

For the present, at least, we have most to do with the line engraving, from an original in pen and ink or dry brush. The latter means no more than tones secured by the use of a brush, lamp black,

not too moist, and a paper that has a rough surface and which therefore gives texture.

We rather fancy that the improvement taking place in newspaper advertising illustrations is largely a matter of a better grade of artistic talent. These drawings are being made by a higher grade of workman. The same men who make magazine and poster illustrations have been drawn into the newspaper field.

Rather startling it is, to discover what these gradations of personal talent mean to the atmosphere of a series of advertisements. It is the difference one would expect to find between the good workman and the poor workman in any field of endeavor.

ARTIST BECOMES A PEN ILLUSTRATOR

We can bring the facts of a certain case to bear. It will show how an accident is sometimes responsible for an entire change of the advertising scheme and programme. A national advertiser, using handsome full-color paintings, in periodicals, decided to go into newspapers. And the same pictures would serve, although, naturally, they must be interpreted in line, for line engraving.

Silver prints were made from the set of twelve originals and an "average pen-and-ink artist" set to work, going over them. The advertisements were made up in complete proof form and submitted to the advertising manager.

"I am disappointed," he said; "it doesn't seem to have the specific qualities of our advertising. It has a cheap appearance. And I am afraid that this will cheapen the product itself. It will give an entirely wrong impression."

"But these drawings were made
(Continued on page 105)



THE TULSA WORLD maintains a complete Merchandising Service Department to co-operate with advertisers and agencies—trade surveys, jobber and dealer introductions, letters and folders to the trade, stimulating dealer advertising and securing window trims. Take advantage of this service.

Net Paid Circulation
Now Over 34,000

Oklahoma's Greatest Newspaper

TULSA DAILY WORLD

RELIABILITY — CHARACTER — ENTERPRISE

Regarding Daily Newspaper Advertising in Canada

IN Canada, everybody in or near the urban centers, reads one or more Daily Newspapers.

Distributors, Jobbers and Retailers are all Daily Newspaper readers. They have to be in order to keep up with the commercial news, if for no other reason.

Daily Newspaper advertising gets rapid-fire action. You can change your copy to meet changed conditions, making one sort of appeal in one "newspaper circle" and a different one in another. You can suit your appeal to local needs, running heavy where results are most important, and light where not so vital.

Daily Newspaper advertising is almost universal in its appeal; it can be concentrated; it is flexible.

The Daily Newspapers of Canada

are the "media" of overwhelming potency where the people are to be reached. No great mediums of general circulation com-

pete with the Daily Newspapers in Canada. Thousand for thousand of circulation Daily Newspaper advertising rates are lower than in the United States.

There are many instances of notable successes won by U. S. firms through Daily Newspaper advertising in Canada. One Daily Newspaper alone carries the accounts of over one hundred and twenty-five satisfied U. S. customers.

The Daily Newspapers listed below cover fifteen cities and their outlying districts and reach a combined population of 1,721,872 people. Each is a leader in thought and influence within its circle.

Write direct to these Newspapers or ask your Advertising Agency for data concerning them.

The Daily Newspapers of Canada

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	M. & E. Guardian & Examiner	St. Catharines, Ont.	19,860	E. Standard
St. John, N. B.	64,305	M. & E. Telegraph & Times	St. Thomas, Ont.	26,000	E. Times-Journal
Montreal, Que.	801,216	M. Gazette E. La Patrie	Winnipeg, Man.	196,947	M. & E. Free Press E. Tribune
Quebec, Que.	116,850	E. Le Soleil E. Telegraph	Regina, Sask.	42,000	M. Leader E. Post
Eberbrooke, Que.	23,493	E. La Tribune	Saskatoon, Sask.	31,364	M. & E. Star & Phoenix
Hamilton, Ont.	110,137	E. Herald	Calgary, Alt.	75,000	E. Herald
Kingston, Ont.	23,700	E. British Whig	Edmonton, Alt.	65,000	E. Journal
London, Ont.	86,000	M. & E. Advertiser M. & E. Free Press	Victoria, B. C.	60,000	M. Colonist E. Times

Spend 10% of your U. S. advertising appropriation in Canada—beginning at once!

The Washington Times

Takes Pleasure in Announcing
the Appointment of the

G. LOGAN PAYNE CO.

As Western Representative

With Offices in the

Marquette Building, Chicago

The Eastern Representation remains unchanged with

I. A. KLEIN

Metropolitan Tower Building, NEW YORK CITY

over silver prints, from the original paintings," was the answer. "They are copies—as near to it as we can interpret them in plain pen and ink for newspaper use."

spect they provided the identical and muchly desired artistic atmosphere.

It is not always true that a painter can handle pen and ink.

But there is nothing like trying. This artist had never used the medium before to any great extent. All the while, however, his talent was at his command. He put into the campaign that very thing which had been lacking in the past.

Another advertiser, who had been unhappy over the appearance of his newspaper illustrations for a number of years, made a radical departure at the inception of his latest series.

He employed one of the most expert magazine illustrators he could find—at his own price—to create the set of pictures. They have been noticeably good because they bore none of the familiar earmarks of the hackneyed newspaper pen and ink.

Precedent has done a great deal to hold back this department of advertising design.

Because advertisers have thought nothing better could be done—nothing was done.

It may be that the mood of the advertiser, in the matter of what he wanted to say in newspapers and how he wanted to say it, has been of some assistance. For the text matter of newspaper campaigns has also undergone a change. The same things that go into periodicals go into the small-town weekly and the great metropolitan daily.

All of this has meant a step upward in the typography of all-type displays in newspapers. Illustrations alone have not blazed



THIS WEEK SEE
Castle-Grande

The New Hartmann Wardrobe
At the Better Luggage Store

Think any Wardrobe Trunk you ever saw. The only trunk with an all-steel frame. The only trunk without a nail in it. Whether your trunk needs air-tightness or is the future, it is well to see the Castle-Grande. It will be a definite guide to your present or future trunk purchase.

SEE IT AT YOUR FAVORITE LUGGAGE STORE
Don't forget to see the superior 100% steel-made or ordinary proof

THIS ILLUSTRATION IS PARTICULARLY WELL ADAPTED
FOR NEWSPRINT AND FAST PRESSWORK

But the advertising manager was not convinced.

"Why not have the same artist who created the original canvases make our newspaper illustrations?" he said. "I want the newspaper work to measure up to our other advertising. Nothing less will do. In fact, it would prove a bad business break."

This plan had not suggested itself to anyone before. The artist made tracings of the series and reduced them to terms of black and white, with a pen. They were on a par with the half-tone campaign. In almost every re-

the trail. The Wills Sainte Claire company is demonstrating this latter possibility in a remarkable series of three-column displays, the type arrangements of which are almost classics. And observe that the advertising takes the form of a serial story, told in chapters, each chapter of which describes some one important detail of the car.

We are most concerned, at this time, however, with the physical attributes of newspaper work, of the illustrations, the decorations, the hand-drawn lettering, and those other artistic features that have apparently been confined, in their higher ideals, to good paper and methodical printing.

There is no known reason why good taste, intricacies and individualities of technique and high quality should not make their bow to the public through the medium of the swifter presses and the necessarily poorer grade of paper. But real artists must be employed, and the highest grade of layout cleverness.

Composition, also, has much to do with it.

Many newspaper campaigns have their illustrations "flung in," regardless of the niceties of layout, of balance, of fair treatment to both type and picture. The most perfect illustration can be made to look rather shabby, if its surroundings are shabby and if the type arrangements are inadequate and placed without sufficient study.

An advertisement is generally "good" because every part of it is good. This is more necessary in newspaper work than in any other branch or department.

A manufacturer of trunks has shown what can be done in the way of highly artistic newspaper advertising. To stimulate dealer sales, large space was used, almost wholly illustrative, to sell

the "Castle-Grande," a new trade-marked wardrobe trunk. It was understood at the outset that some strategic measures were required to interest the general public in an article that carried no sensational features. Here was just a trunk—a better sort of trunk, to be sure—but luggage is not calculated to thrill the pulse. Trunks



OPEN DRAWING CHARACTERISTIC OF THE PRESENT
KELLOGG CAMPAIGN

have been shown in illustrations thousands of times in newspaper advertising.

Therefore it was decided to illustrate the name and its atmosphere, not trunks.

"Castle-Grande" was a trade name that gave the artist fine opportunities. There was romance in it, and a world of background material. An artist who worked in the wood-cut technique was selected for the series. His illustrations were of the heroic and allegorical kind, piling ancient castles high in air, against plain white backgrounds, immense stone barricades, knights in armor—all of the things that such a name as "Castle-Grande" might properly convey and permit.

The results were satisfactory. Running in many newspapers, the layouts attracted immediate and favorable attention. "Class" was written all over them. Dealers were proud to be identified with the line.

These illustrations, while rich


Responsibility

DILL & COLLINS CO.'S policy is to make their papers right in every particular. There is no delusion as to economy. First cost is only *first cost* and not *total cost*.

But even with a superb organization, under the direct control of the president of the company, imperfections occasionally develop. Sometimes, not often, imperfect paper is shipped to customers.

And when it is, Dill & Collins Co. are always ready to accept full responsibility for their own errors.

They stand back of their product from first to last.

You run no risk in specifying Dill & Collins Co.'s  papers in whatever grade you may require.

Send for signature showing possibilities of DE AND SE TINTS.

DILL & COLLINS CO.

MANUFACTURERS OF



HIGH GRADE PRINTING PAPERS
140 North Sixth Street, Philadelphia

NEW YORK

ROCHESTER

BALTIMORE

BOSTON

Don't forget the D. M. A. A. Convention, Springfield, Mass., October 25, 26 and 27.

MACHINE FINISH

Smooth Finish, M. F. White
Flat White, English Finish
Colonial Wove, English Finish
De and Se Tints, Smooth Finish
Suede Finish, Medium Finish
Regal Antique, Antique Finish
Extra Bulk, Antique Finish

OFFSET

Commercial Offset, White

Laid

Imperial Laid, White

SUPER CALENDURED

S. and S. C., White
Process Plate, White
Tinted Art Book

COVERS

Ben Day, Smooth Finish
Duchess, Medium Finish

BOND

Aramingo Bond, White

MIMOGRAPH

Mimograph Laid, White
and Tints

INDEX BRISTOL

Index Bristol, White and Tints

COATED ONE SIDE

Multicolor, White

COATED TWO SIDES

Black and White
Dilcol, White and India
Old Ivory
Extra Strong Tinted Enamei,
White and Tints
Superb Dull Coated, White
and Tints
Translucent White and India

in detail, were so cleverly handled, in pen and ink, that they printed. Every area of complex shading was placed near white space, for the sake of necessary contrast and printability.

When a new newspaper campaign was arranged, nation-wide, for Kellogg's Corn Flakes, old traditions and precedents were promptly forgotten. Could this series for a breakfast food be given "atmosphere" or must it fall back into the old, careless, earmarked class?

In subject material, the campaign was not extraordinary—just little conceptions of Childhood—but in their handling they became important. There was fine drawing in them. Faces were wonderfully animated. The technique was the technique found, not at all in newspaper advertising, as a rule, but in magazine and book stories.

The Equitable Trust Company has vastly improved and enriched its recent advertising through the use of uncommonly good pen-and-ink illustrations. The medium, the method of engraving, the forced-draft of paper and printing, has not militated against true artistry. If it be no more than brawny workmen, loading a steamship, an artist has been found who dignifies his theme and lifts it out of the mediocre class.

When the American Surety Company undertook to illustrate its advertising—and the institution had never yielded to pictures in the past, because the directors believed it was "undignified"—there was occasion for unusual care. First came ideas that permitted of illustrative handling. If, as in one display, an employee was to be shown shaking hands, fraternally, with an employer, the artist was not one who drew superficially these characters. Models were found and life-like representations drawn, easily recognizable. The technique has been the technique of the studios.

On analysis, we find the following things are true of the new spirit in newspaper advertising illustrations:

They are being made by a higher grade of talent.

The originals are almost same size, which is a safeguard against reductions in engravings that "fill in."

They are of a wider range of style and handling.

They are blessed with more serious attempts at character study. The machine-made newspaper face is rapidly disappearing.

They are wisely handled—which means the observance of rules governing sharp contrasts.

They are correct in important matters of accessory detail. Nothing is superficial, nothing guesswork.

They are far more imaginative.

Their subjects permit of artistic handling.

They have got away from the conventional strong "black-and-white" bugaboo.

They cover a wider range of handlings, from delicate, thin-line techniques, to a full shade, wisely directed.

They are tackling the human issues of their appeal. The package and the building have given way to history, to consumer reaction, to men and affairs.

Pride is back of it all.

We are just beginning to discover that the medium need not necessarily influence the quality of advertising design. We make the space valuable in true proportion to the values we put into it.

Leo Silberman Going in Newspaper Advertising

Leo Silberman has resigned as advertising manager of the Leiter Building Stores, Chicago, to become advertising and business manager of the *Daily Jewish Courier*, Chicago.

Erie, Pa., "Dispatch-Herald" Adds Rotagravure Section

The Erie, Pa., *Dispatch-Herald* has added a rotagravure section to its Sunday edition.

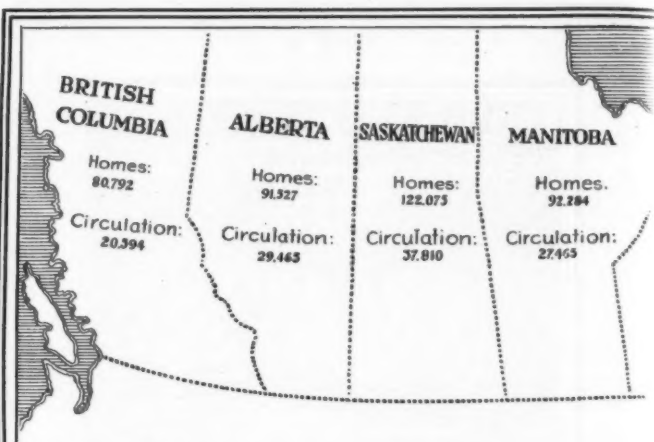
Gassman Brothers, specialty men's wear manufacturers of Chicago, are testing the mail-order market for men's caps. The business is being placed through the Chicago office of Critchfield & Company.

5,013 Architects Use Architecture
 200,000 } is the average of the
 1,002,600,000 } yearly building opera-
 tions.

How much of this
 \$1,002,600,000
 keeps your manufacturing
 plant going?

Charles Scribner's Sons
 597 Fifth Avenue
 New York

Publishers of Architecture



It's Time to Revise your Judgment

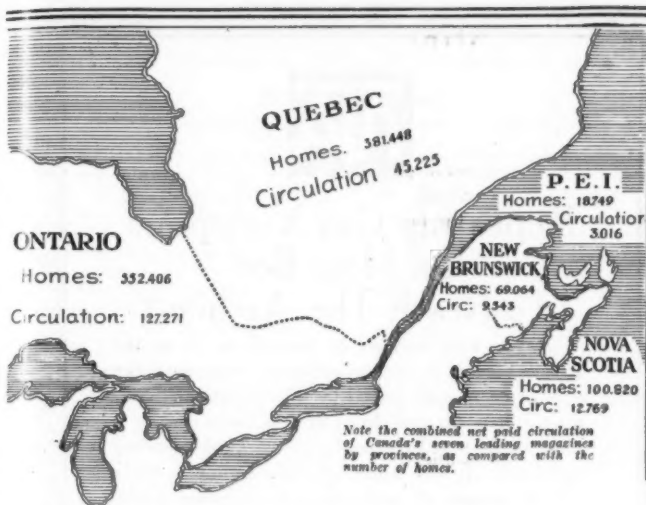
IF you are under the impression that Canada has no magazines of importance; that you *must* use newspapers to reach the Canadian market; or, if your knowledge of the advertising situation in Canada is based on conditions of a few years ago:

Then it is time to revise your judgment.

Canada today is a country of magazine readers to an even greater extent than the United States. The volume of desirable magazine circulation available in Canada, in relation to population, is equal to, if not greater than, that usually employed to "cover the United States."

Canadian magazines regularly carry the advertising of more reputable national advertisers than any other mediums in Canada. The volume of national advertising carried in the magazines of Canada

All these Magazines are Members of Canadian
National Newspapers and Periodicals Association,
70 Lombard St., Toronto. Data gladly furnished.



concerning Canada

equals that of the most successful United States magazines.

The circulation of Canadian magazines today is double that of a few years ago. Their prestige and influence has been enhanced accordingly.

A complete campaign in the leading magazines of Canada, listed below, is giving scores of United States advertisers national publicity in the Canadian market which cannot be equaled at anywhere near the cost through any other form of advertising.

CANADIAN HOME JOURNAL
LA CANADIENNE
WESTERN HOME MONTHLY

EVERYWOMAN'S WORLD
MACLEAN'S MAGAZINE
WOMAN'S CENTURY

WORLD WIDE

IN CANADA

build National prestige with

CANADA'S MAGAZINES



Repeating Our Viewpoint On How Best To Reach The Architect

Why you must first get at yourself to get at the architect is told in a most convincing way, in a piece of printing recently issued by The House of Scribner's. It is the boil-down of what was said at a lunch conference by several of New York's leading architects. It was called by these architects solely for the purpose of endeavoring to influence manufacturers to remodel their advertising along lines of greatest help and resultfulness for both sides.

Due to our Agency's reputation as specialists in advertising to architects, we were invited to "sit in" at the conference. The boiled-down result of the points discussed bears out the ideas we have always held on the subject.

To get at the architect you must first get at yourself. You must learn his language—how he thinks—how he works. You must learn above all to avoid his recognized established dislikes.

For over 15 years we have been studying just these things. How well we have succeeded in applying this knowledge to advertising is conclusively demonstrated by some rather notable successes to our credit. Whether you propose advertising this year or next, we will take pleasure in conferring with you on how best to reach the architect.

TUTHILL ADVERTISING AGENCY

L. W. C. Tuthill, *President*

1133 BROADWAY
NEW YORK

Copy That Appeals to the Japanese

The Importance of Getting the Viewpoint of Nippon

By J. W. Sanger

Trade Commissioner of the Bureau of Foreign and Domestic Commerce

THE Japanese language is, and will always remain, a closed book to Americans and other foreigners. It is true that one may pick up a smattering of it in a few months, and that after years of residence in the country may learn to speak it with some degree of facility; but the foreigner almost never learns to read or write it. There are really two Japanese languages, one written and the other spoken; it is the written language that concerns us here. It is nothing more nor less than picture writing, consisting of tens of thousands of ideograms or characters. To read it well, 4,000 of these characters must be known, but 2,000 will suffice for getting the sense of newspapers. What one may call the wholly different flavor and approach of the Japanese language may be partially instanced by the following English phrases with their literal Japanese equivalents: "How far are you going?" becomes "Where till honorable exit to becomes?" and "What is this called in Japanese?" appears as "This thing, as for, Japan language by, what that say?"

In passing, mention may also be made of the fact that while many Japanese have a slight reading knowledge of English because of its compulsory study in the schools, few of them aside from those in constant contact with foreigners, ever learn to speak it. Of the scores of Japanese publishers, advertising and business managers, and others whom the writer met, not more than five or six, who had traveled in America or Europe, even attempted to speak it. Outside of the foreign hotels, or the shops frequented by tourists, the traveler will find that the English language as a practical spoken

entity does not exist in Japan. Nor is "pidgin English"—that patois of the China coast—understood in Japan any more than it would be in New York.

The matter of translations, copy and illustrations may be considered together, for the reason that, whether the general character of copy and illustrations to be used is or is not indicated by the American advertiser, by the time they are transmuted into a picture language like the Japanese, the particular idea that the advertiser may have had in mind has been wholly changed. Even if he could read it, it would be unrecognizable, though perhaps all the better as an advertising appeal.

There are no so-called "schools" of copy, or advocates of one kind of copy as against another kind, in Japan. Few of the advertisers there have developed beyond the idea of either a plain statement of fact, a picture reinforced with a few words of copy, or, what is a later development and a present-day tendency, a somewhat fantastic and exaggerated appeal both in illustration and copy.

IMPORTANCE OF GETTING THE JAPANESE VIEWPOINT

The writer feels that any detailed discussions of copy would be largely futile, because no technical questions of fact are involved, but only human nature, and in this case Japanese human nature. So the problem, after all, is in knowing what the Japanese are, how they live, what they think, and in what ways they are different from ourselves.

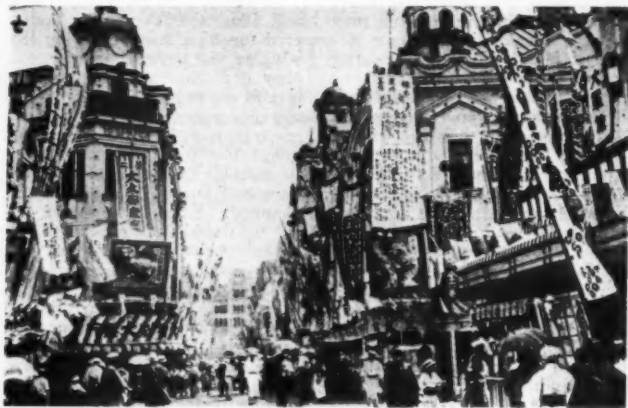
The physical aspect of their lives, as we shall presently see, is in sharp contrast to our own, but it is in their viewpoint and their manner of thinking (which are less tangible and more elusive factors than difference of food, clothing or housing) that the most

Reprinted from "Advertising Methods in Japan, China and the Philippines," published by the U. S. Department of Commerce.

puzzling unlikeness to ourselves appears. In that the Japanese are still Orientals—modified, it is true, but still actuated by the mental outlook of Asia, which, starting its thinking at a different point, travels along different paths, and arrives at different conclusions from our own. They are always cautious to an extreme, never under any circumstances hasty to word or action. Seldom does one

along quite dissimilar lines (particularly the retailer), and his food, clothes, house, theatre, etc., are wholly unlike ours. Also hundreds of the customs of his daily life are exactly the opposite of ours, and many of his daily habits are quite beyond our ken, just as ours are beyond his.

Let us instance an average well-to-do, middle-class Japanese who has not traveled abroad. In prob-



A POPULAR SHOPPING STREET IN TOKYO

ably hear an angry verbal battle take place, no matter what the provocation.

Though it may be beyond the scope of this report to discuss this subject exhaustively, a few hints as to the things we have in common with the Japanese and the dissimilarity between us may prove helpful and interesting. So many popular writers and speakers on export topics these days indulge in such loose, meaningless and mischievous statements as "Doing business in Tokyo is no different from doing business in San Francisco" that the public is either confused or unduly optimistic. What they mean is that the Japanese business man buys and sells goods for profit; that he eats food, wears clothes, lives in a house, goes to the theatre, and so on. So he does; but he conducts business

ably nine cases out of ten he wears Japanese clothes; or, if he does wear foreign clothes, wears them only occasionally. He does not shake hands with you, but bows stiffly from the waist, as is his custom; he does not offer you his cigarettes for fear you may prefer your own brand, and lest you accept his out of courtesy. His office is sometimes semiforeign to the extent that it has a hard floor of either cement, stone or wood instead of the characteristic mats, and that he uses desks and chairs for the easier transaction of business instead of sitting on a cushion on the floor, as he does at home. If it is winter, the only means of heating is a huge bowl of charcoal embers, which is carried from place to place in the office as needed, and over which one can warm only the hands; no

Boston's Fastest Growing Daily Newspaper



ACTION —and plenty of it!

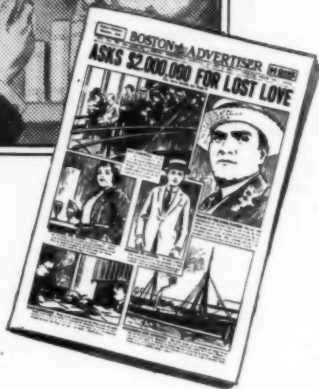
THE BOSTON DAILY ADVERTISER, Boston's Pictorial Newspaper in tabloid form, is "going strong" because of its outstanding character; it tells its story quickly, easily and concisely.

Every issue contains carefully selected news and pictures from far and near, together with other inimitable features that educate, interest and amuse.

The Boston Daily Advertiser is an effective and economical sales force. A small appropriation goes far. The tabloid page, the crisp, clean-cut pictures, news, sports section, woman's page, financial section, comics, fiction, and other features are creating an active interest in the Daily Advertiser.

They make for long life of advertisements, and intensify the sales appeal. A limited number of advertising columns each issue ensures maximum attention value.

*The logical step is to contract for space now.
Write for complete information regarding this
fast growing Pictorial Newspaper in tabloid form.*



BOSTON DAILY ADVERTISER
82 BOYLSTON STREET & BOSTON, MASS.

furnace or stove is possible, since there are no chimneys to carry away the smoke. Again, in nine cases out of ten, he doesn't speak English (nor any other foreign tongue), though he probably reads it in a fashion. He travels between home and office in a jirikisha or in an electric street car.

His home, whether it be of four rooms or ten (apartments are unknown in Japan), is bare of everything that we associate with one's living quarters. The walls are literally sliding screens, built on a framework of unstained polished wood covered with rice paper. Semi-transparent during the day, they are protected at night, if need be, by heavy wooden shutters. The house covers the ground floor only, similar to a bungalow. At the door shoes or Japanese wooden "getas" are removed, because the floors are covered with finely woven and padded matting. Inside all the rooms look practically alike, being bare of furniture of any description with the exception of a chest containing drawers for wearing apparel.

A cushion on the floor provides a seat before tiny individual tables which are brought out at meal times. The basis of the meal is rice, with a small amount of meat and vegetables. A peculiar Japanese pickle is always eaten, and to some extent fresh fruit, such as apples or oranges. No desserts or sweets, as we understand them, are eaten. Chop sticks serve in lieu of knives and forks; there is no tablecloth; instead of napkins hot towels (quite unlike our towels) are passed around at intervals. The cooking and heating arrangements are merely bowls (hihachis)

of glowing charcoal embers, which can be carried from room to room. If the house, which is always spotlessly clean, is one of four rooms or more, it probably has toilet and bath accommodations (although millions of people patronize public bathhouses daily) which are



SHOPPERS IN A JAPANESE DRY-GOODS STORE

wholly Japanese in character. The bathtub is of polished wood divided into two compartments—one for the bather and the other for the stove that heats the bath water.

And so on indefinitely. The instances cited are sufficient to indicate that while the Japanese does many of the same things that we do he does them quite differently.

Let us look at him from still another angle. To us the music that he likes has neither harmony nor melody; the human figures in his art are stiff and the pictures lack perspective; his literature is uninteresting. But they are his; his people have developed them,

*Salesman, Jobber, Dealer, User,
all had to be "sold" to make the
Hubbell Te-Tap-Ten a Success*

EVEN super-advertising to any one group could not, and would not have "put across" the scheme. Correlated, interdependent advertising was demanded.

First we coined the name, Te-Tap, because of the T-shaped slots, exclusive to Hubbell specialties, then we planned the whole comprehensive campaign—salesmen's photo books, display container and cartons, jobber and dealer trade paper and direct advertising, "ultimate user" magazine and circular advertising.

The complete campaign was worked up in dummy form and sold to the Hubbell salesmen before a line of advertising appeared. Then every detail of design and copy for every phase of the plan was worked out and put through by our organization.

To any manufacturer of electrical or mechanical devices, machinery, or equipment, the story of our experience, over a long period of years, in planning and conducting advertising for many strikingly successful manufacturers should be of absorbing interest. We welcome opportunities to tell it.

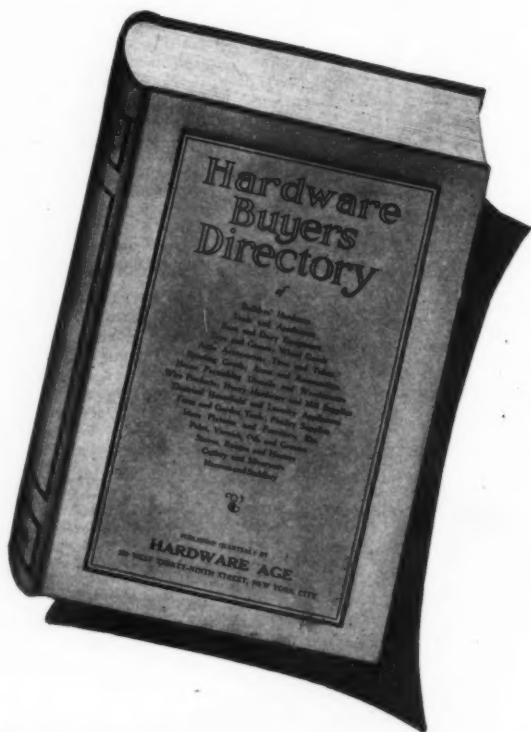
Our methods and our organization differ from those of many "general agencies," being intelligently planned to meet the needs of "Industrial Advertisers."

RICKARD AND COMPANY
Incorporated

25 Spruce Street, New York



A Vision Realized



**A Complete, Authoritative
Hardware Merchandise Directory**

TWO years ago, Hardware Age had a vision of the proper way to meet the ever-increasing need for a tangible, efficient means of bringing into closer contact hardware manufacturers, jobbers and dealers, to the end that the best interests of each one of these pillars of hardware merchandizing should be served.

This vision is about to be realized in the early completion of the Hardware Buyers Directory, the most complete, authoritative hardware buyers' guide ever compiled.

Free copies will be sent annually to 40,000 wholesale and retail dealers in hardware and allied products in the United States, Canada and also to important hardware stores abroad.

PLAN—In the merchandise pages hardware and allied products will be listed alphabetically under the names by which they are best known in the trade. Under each product the names, addresses and trade names of all manufacturers of that product will appear.

In the descriptive pages the manufacturer, at reasonable rates, will have the opportunity to illustrate and describe his special product and give the dealer a thorough knowledge of its selling points right when the dealer or wholesaler is definitely seeking just this information.

Hardware Age is justly proud of this merchandising achievement, and having conceived the vision, pledge their exceptional resources to its success. First edition out in January. Write for further particulars and advertising rates.

HARDWARE BUYERS DIRECTORY

Published by

HARDWARE AGE

239 West 39th St.

New York

A Strong Sales Executive Seeks a Connection

A SUCCESSFUL builder of sales, whose record with several of the largest Nationally known organizations in FOOD lines, wishes a greater opportunity than his present prescribed one, to widen outlet and volume, where expansion in a big way is now your problem.

This man is a finished product in directing selling means and ways, from the knowledge of moulding sales policies and plans, to putting them into working execution and making them work.

His efforts for nearly eighteen years have been as a close student of grocery and allied lines, of strengthening and broadening these markets, entirely covering both this country and abroad, embracing all the phases of export work, selection and handling big forces of men, devising advertising supports, and complete manipulation of major operations in Specialty sales endeavor.

He is thirty-eight years old, abstainer, vigorous, and equipped with poise, soundness, and analytical tendency to properly sense conditions and then devise the remedy.

Credentials from his present people with others of highest repute and merit are available.

If you have a difficult selling question; if you are looking for larger and faster turnover; if you would have greater sales area; if you stand generally in need of broad, comprehensive sales strength; send for this man. He can do things and big.

Address "C. K.," Box 162, Printers' Ink, 185 Madison Avenue, New York.

and they have in turn been developed by them. His national sport of wrestling does not appeal particularly to even a sport-loving Occidental; his theatres are unique as a one-time study, but do not tempt an adult American to a second visit. In brief, he lives

one sees American farm machinery, the same as in our Middle West. In Toyko one finds new buildings built on Occidental lines, and where the Japanese are laying out new cities not a vestige of Oriental influence is to be seen. Government officials and

employees are not permitted to wear kimonos in public, but must don European dress. Shoes are to some extent replacing "getas" among the men, even though the wearer still clings to a kimono. Restaurants where both food and service are "foreign" are appearing on all sides, and many of the railway dining cars refuse to serve Japanese food any longer. These and many other influences are at work and are gradually making over the country into a sort of Occidentalized Japan. So while we cannot accept the vague generalization that "Japan is more or less like the rest of the world," we do know that its habits and customs are slowly taking on something of the color of ours.

In the marketing or advertising of American goods in Japan, after one is fairly well satisfied that there is a market there, the thing to do is: Get the Japanese viewpoint. Without that your distribution will be spotty, your knowledge of your competitors' goods, prices, distribution, etc., will be most incomplete, and your advertising will "miss fire."

Are Japanese copy writers available? Yes; plenty of them, either in the employ of advertisers, who may act as your distributing agents, or in any one of the numerous advertising agencies in Japan.



THE INSIDE PAGE OF A TOKYO DAILY

and thinks on as nearly a reverse scale from ours as is possible.

The foregoing is not an extreme case, but represents a fair average of 95 per cent or more of the men. The women are even more Japanese through their almost total lack of contact with any semblance of Western influence.

Modifying influences are creeping in; there can be no doubt of that. Japanese history is a continuous record of adaptation, and no people are as ready as they are to accept and use things of proved worth. We have seen that Japan is fast becoming industrialized. On the Hokkaido wheat ranches

Advertising Cashes In on a Gesture Common among Motorists

Johns-Manville Finds a Way to Make the Out-Thrust Hand of the Car
Driver a Symbol for Its Asbestos Brake-Lining Campaign

By Roland Cole

THERE are two ways to educate a prospect. The first way, now seldom used but once in high favor, is to lead him along the mechanical route, show him all the difficulties, from the conception of the idea, when all the inventor had to work with was the thought that mice are not desirable—from that dark hour to the bright moment when the mouse-trap is a living and workable fact. The second way, now even more popular than the other way, is to show a picture of a humble, happy family, from the creeping but rejoicing baby to decrepit grandpa, applauding one another over the fact that the house has finally been rid of mice by means of Mickey's Miracle Mouse re Mover.

Which is easier to say to a prospect: This is the way to do it, or, See how happy is the man to whom it has been done? If the product is chewing gum, cigarettes or silk hosiery, the time may never come when the prospect will stop and cry in despair, "What shall I do now? I know not how it is made." If on the other hand the product is an automobile or a washing machine, or anything that the purchaser doesn't consume at the first swallow, the time is almost sure to come when the hills invite as hard as ever and Monday desires as much as always not to be blue, but the motor just will not work for some mysterious reason and the owner of the machine, if he would know what has gone wrong, must annoy some uncommunicative garage man or mechanic, pay a repair bill and be no wiser.

A man buys an automobile. Lives there a salesman with heart so hard who will cruelly say to the buyer on his first day: Look

to your brake-lining, or, Keep your eye on your piston rings? The salesman knows the buyer will have those things brought to his attention all in good time. But how about the manufacturer of the brake-lining or piston rings? When may he be permitted to talk to the car owner and how may he do it most effectively?

Among the many products of Johns-Manville, Inc., is asbestos brake-lining, sold to manufacturers of passenger cars and trucks, to be incorporated into new cars, and sold also to garages and repair stations for replacing worn-out brake-lining in cars in service. The company is a pioneer in the manufacture of this article and made asbestos brake-lining for hoists, elevators, cranes and other industrial machines years before the automobile was thought of.

TO MAKE MOTORISTS THINK JOHNS-MANVILLE

Turning its attention to the vast market represented by cars in service, the company decided to inaugurate an energetic sales and advertising campaign during 1920 and 1921 that would greatly increase its business through garages and service stations. In a broadside announcement to its dealers and distributors early in the current year the company said: "... here's the way we look at the automotive business for this year. There were 7,000,000 cars running in January, 1920. More than 2,000,000 have been added to that number during this past year. They have got to have gas, oil, brake-linings, and everything that a car needs. Doesn't that look like a 30 per cent increase for 1921?"

Here, therefore, is the consumer prospect, even as you and

Local Advertisers Must Have Quick Results in Quantity

National advertisers are safest when they follow the lead of the large local advertisers.

The New York Herald carries more local display advertising than any other morning paper in New York with one exception.

Ever since its amalgamation with The Morning Sun more than a year and a half ago, the largest local Advertisers have consistently used large space in The New York Herald because their daily **results** were satisfactory.

For the first six months of 1921 The Herald was 372,733 lines nearer the first paper and 215,862 lines farther ahead of the third paper in Local Display Advertising than it was during the preceding six months.

The responsiveness of the readers of The New York Herald to ALL HERALD advertising is one of the strongest features The Herald offers to advertisers.

This READER RESPONSIVENESS is the reason Herald results are quick and positive.

*"You will do a larger business when
The Herald is on your schedule."*

THE NEW YORK HERALD

I. We own a car. We employ no nurse girl for it. We are Joe, as Ring Lardner would say—Joe, the representative American citizen. Johns-Manville wishes to break it to us gently that our brakes should be looked to frequently and re-lined with J. M. Non-Burn Asbestos Brake-Lining. Joe is just an ordinary gaffer whose block is not quite so thick as his wife keeps telling him. But he is mostly preoccupied with the main chance. How is he to be reached on this brake-lining question and persuaded to do something about it before he skids into a freight train or meets up with an ice wagon that is running wild?

There are three important features to the Johns-Manville advertising campaign and a copyidea is so clever that it is worth first attention.

There is a universally understood gesture among motorists and car drivers—the out-thrust hand. It means “lookout” to the man behind and “lookout” means “brakes.” The out-thrust hand gets attention quickly. It is a sign of warning and is just as effective in its way as a red flag. The Johns-Manville company appropriated the out-thrust hand as a picture slogan for its brake-lining advertising campaign and proceeded to obtain Patent Office registration for this universal gesture as its brake lining trade-mark. During 1920 and 1921, copy in national and trade publications featured the hand almost to the exclusion of everything else. In

addition to its use in advertisements, this hand appears on practically every piece of printed matter the company puts out as well as on metal signs, hangers, pennants and streamers for the dealer.

The reader will agree at once that the “hand” is not a bad idea. It is a splendid attention-getter, it pictures a gesture the motorist sees many, many times a day, and says to him “Stop and Look” much more effectively than words could.

Well and good. An extremely clever idea. Yes, indeed. But is that all? No, sir; that is only a little of it. The big thing that does not appear at first glance is that the company has devised a way of putting several million living hands to work for it every day. The habit every motorist has of throwing out his hand before he makes a turn or comes to a stop has the curious result of throwing his hand right into the hands of the Johns-Manville company.

You are Joe. In the course of one day's driving you

thrust your hand out so many times, you forget that you do it at all. But every time you do it you imitate the gesture represented in certain advertisements and remind somebody behind you of “brakes” and Johns-Manville asbestos brake-lining. In fact, that is what your hand says when it goes out.

This year's copy in national publications is brief. The man who skims the advertising section
(Continued on page 129)

SEEKING TO MAKE “BRAKES” MEAN
JOHNS-MANVILLE

Advertisers' Proving Grounds

54,885

DAILY

51,255

SUNDAY

**Net Paid Circulation
for August**

A circulation that covers completely the territory of two thriving industrial cities—Springfield and Dayton, Ohio.



Nowhere else can the advertiser get such "blanket circulation" of such high quality.

Both Dayton and Springfield are of America's "big city" type. Because of their location and their big national industries they have developed the wants of any American metropolis.

Then, too, this is one of the richest farming sections of the country.

The News League covers *both* cities and all of the Dayton-Springfield agricultural territory *at one low cost*.

This is the circulation to prove your advertising.

Advertisers' Proving Papers.

Write for detailed information about The News League.

**The News League
of Ohio
DAYTON, OHIO**

I. A. KLEIN,
Metropolitan Tower,
New York.

JOHN GLASS,
Wrigley Building,
Chicago.



C. W. Pugsley Appointed
Assistant Secretary of Agriculture

(Reprinted from The Nebraska Farmer)

MR. C. W. PUGSLEY, who has served as editor of The Nebraska Farmer during the past three years, has been appointed Assistant Secretary of Agriculture by President Harding. He will take up his new duties on October first.

The announcement of Secretary Wallace's desire that Mr. Pugsley be appointed to this important post impressed us first with a feeling of genuine regret, for we felt that we could ill afford to spare him from our editorial staff; but we were argued out of this position by

a realization of the opportunity that is given him to serve agriculture in a much wider field. Therefore it has been arranged that Mr. Pugsley goes to Washington on leave of absence from The Nebraska Farmer, which contemplates his return to his present work when his services in the Department of Agriculture have been completed.

From close association with Mr. Pugsley, we know how eminently fitted he is for this position. It is an admirable appointment—one that should be hailed by agriculture throughout the cornbelt and the nation as a fitting complement to the fine stroke that was made when Mr. Wallace was appointed Secretary. Locally, we may cherish a feeling of distinct gratitude for the recognition that is accorded Nebraska.

The Nebraska Farmer feels honored that its editor has been called to so high a position in the national field of agriculture. We know that we voice the sentiments of all our readers in wishing Mr. Pugsley Godspeed in his new work; and we shall welcome him upon his return to Nebraska even better fitted for service in his chosen field.

A handwritten signature in cursive script, reading "Samuel A. McElwain". The signature is written in dark ink and is positioned above the printed name "Publisher.".

Publisher.

Advertisers Are Getting Results

SANDOW MOTOR TRUCK CO.

National Taxicab & Motor Bus Journal,
120 Ann Street,
Chicago, Illinois.

Gentlemen: Attention Mr. Claude Hooker

The first full-page advertisement in the National Taxicab & Motor Bus Journal has not only greatly pleased us, but far exceeded our expectations in the number of splendid inquiries that we have received up to this time.

We have received up to now, nineteen (19) direct inquiries from this advertisement, and among these inquiries are some of the largest taxicab operating companies in the United States, for instance, one from New York, Pittsburgh, Philadelphia, Kansas City, San Francisco, Portland, Oregon, etc.

We are preparing some new copy for your July issue, and you may rest assured that we will be a constant advertiser in your publication.

Very truly yours,

SANDOW MOTOR TRUCK COMPANY,
(Signed) Wm. G. Shultz, Sales Manager.

WGS.P

These 19 Inquiries Were For a Total of 300 Taxicabs

Why Shouldn't They?

The National Taxicab and Motorbus Journal is covering a field that has not been touched before. It is looked for eagerly each month. It is informing the taxicab and motorbus fleet owners and executives where, how and what to buy. It is telling them how other successful firms are meeting the problems of industry.

Why Shouldn't the Advertiser Get Results?

When these business men use the National Taxicab and Motorbus Journal as a guide to better equipment.

Why Shouldn't the Advertiser Get Results?

When he receives, every Monday morning, a confidential bulletin containing 30 to 50 items like these:

White Flyer Taxi Corp., New York City, owning and operating taxis, have incorporated for \$250,000. Atterbury Motor Truck Co., 1441 Fond du Lac Ave., Milwaukee, Wis., incorporated for \$200,000. Incorporators: Paul Hartung, Richard A. Blusen and Raymond Kohlsdorf.

Eau Claire Motor Company, Eau Claire, Wis., incorporated \$15,000. Incorporators: L. G. Arnold, J. B. Whipple and P. W. Curran.

Ultimate Bus Co., Wheeling, West Va., incorporated for \$100,000. Incorporators: Henry Weidetz, B. F. Mackey, Geo. B. Cass, and others.

W. J. Odom, manager of the Dollar Dodge Rent Company, 1101 Main Street, Fort Worth, Texas, has opened a third taxi service station.

School District No. 74, Three Forks, Montana, are in the market for busses. They must be enclosed motorbuses—capacity 20. Address bids marked "Bids on School Bus" to W. G. Rouse, Willow Creek, Mont.

School District No. 58 are in the market for motorbuses. Bids marked "Bids for Conveying School Children" are to be sent to Ralph B. Jones, Clark, School Dist. 58, Lincoln County, Washington.

Advertising is bound to get results under these conditions

ASK US ABOUT IT

National Taxicab and Motorbus Journal

122 Ann Street

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Chicago, Illinois

ults

hastily gets almost as much from a Johns-Manville advertisement as the man who reads all the advertisements lingeringly. There is, first, the striking picture of the hand, frequently shown with an interesting photographic background in phantom or soft focus, such as the Hopi Indian Pueblo at Grand Canyon or Pikes Peak. At the top of the layout is the word "Brakes," very strong; at the bottom, the black and white signature and trade-mark, "Johns-Manville Brake Lining." The quick looker gets this much anyway. If it arrests his attention, there is little else to get—an insert about a booklet on "The Care of Automobile Brakes" and an invitation to send for it.

BOOKLETS FOR DEALER AND MOTORIST

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The second feature of the 1921 campaign consists of two booklets, the one just referred to and another entitled, "Johns-Manville Non-Burn Asbestos Brake Lining and Friction Clutch Facing Data Book." The first is for consumer distribution both by mail direct—many mail inquiries come in as the result of the national advertising—and through the dealer. The second is for distribution to the dealer only.

a guide

This data book is a big factor in the sales plan and method of distribution. Without it, there could hardly be a national campaign. It contains forty pages of invaluable information and data, such as brake lining and clutch facing sizes, and directions for applying brake lining to bands.

250,000.
200,000.

A. Arnold,

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Without this book the dealer would be at a disadvantage. Joe would drive in to have his brake bands looked at and fitted with new lining. If Joe's car was anything but a Ford, the dealer might not have brake lining on hand of a size to fit. Brake band lining comes in six thicknesses and seventeen widths and in standard rolls of fifty foot lengths. Not only is the brake-lining size different for different makes of passenger cars and trucks but almost every model of every make and every year of every model is dif-

ferent. So the garage man would have to look at Joe's car, note the make, model, year, and then tell him to come back in a few days or a week. If the car was one he had not previously equipped he would have to write the car manufacturer, or the dealer's distributor would have to do it, and obtain the size of the lining.

The Johns-Manville data book contains twenty-two pages of tabulations, listing every automobile by name and year, model, type and size of brake lining. Joe may call up the dealer, name his car, year, model and so forth, and the dealer can say, "All right; I have that lining on hand. Bring your car right down." Or, "I'll order it at once and phone you when it gets here."

The little booklet offered in the national advertisements does the work of education and conversion on the consumer. It is of sixteen pages, three and one-half by six inches, and is laid out to interest the car owner in his brakes. It tells him in text and picture that "over 75 per cent of the accidents are due to faulty brakes," and how he can test his brake pressure for himself by jacking up the rear wheels, starting the engine and applying the brakes. This will show him whether his right and left wheel brakes operate with equal pressure and if not how to adjust them.

By the time Joe gets through with this booklet he is certainly interested in his brakes—intelligently interested. He knows why brake lining should be kept free from dirt and oil, how to keep his brakes in order, how to save his brakes and why Johns-Manville lining is best for him.

The third feature of the advertising campaign is the aggressive way in which the proposition has been merchandised to the dealer. This was first set forth in a most comprehensive broadside consisting of a folder, folded down to size seven by eleven inches and mailed in a heavy manila envelope, bearing only the words, "Just About the Whole Story," printed boldly in red and black on its face.

The folder itself bears the same

an Art manager

We want another art manager to work with the one we have.

He will be entirely responsible for the physical appearance of a group of accounts from art plan to finished product.

The man we want will dare to do things differently and have the courage to forget advertising precedents.

Perhaps he is not now working for an advertising agency. But he has merchandising sense and the ability to express it in art ideas. He should have irreproachable good taste, a thorough knowledge of the art market and be capable of making a readable rough-out. He will have genuine love and appreciation of the power of advertising.

The salary will be in direct ratio to the size of the man and the job.

Apply fully by letter only. Please address G. L. W.

The Blackman Company

ADVERTISING

120 W. 42ND ST., N. Y. C.

title. The first fold discloses a caption reading, "First of all—give a thought to the product," with a brief dissertation on Johns-Manville automotive equipment. The second fold opens to "The policy is mighty important, too," which is the subject of a little talk on policy occupying one side of the page, while the other side bears the heading, "After which we shall visualize for your benefit how we have tried to make printing back up those products and that policy."

The next fold presents the advertising campaign with the national advertisements reproduced on the left-hand page and specimens of a series of four-page inserts appearing in automotive magazines reproduced in three colors on the right-hand page. Finally comes the big inside spread, opening to twenty-two by twenty-eight inches, under the caption, "And then the direct link between our general publicity and your customers—leaflets, circulars, booklets, etc." The full line of printed matter and dealer's helps is here reproduced in color, most artistically done—the two booklets already described, envelope enclosures, mailing cards, metal signs, streamers, pennants, counter cards, and the like.

An important feature of the plan is a display cabinet for holding an assortment of brake lining in a variety of sizes. The cabinet combines several functions in one. It is not only a display rack, but a stock rack and a store's daily inventory; it is made of metal with six adjustable partitions to accommodate various widths of lining.

The offer the company makes to the dealer through the distributor is that if he will place an initial stock order for 500 feet of brake lining in one shipment, he will receive one of these cabinets free. The dealer is thus able to carry in stock a few widths and thicknesses to meet the demands of his territory. Sizes infrequently called for he is able to obtain quickly from his nearest distributor or Johns-Manville branch.

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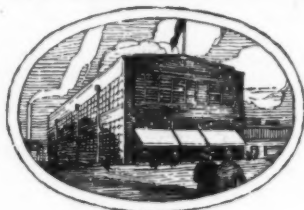
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Sales plans and merchandising schemes are common commodities. Almost any intelligent organization can supply and apply them. But conspicuously splendid advertising is the rare product of specialized talent.

Glen Buck
Advertising
Chicago



Why We Prosper

THERE is no secret about our success; no mysticism in our methods. The success of The Direct Advertising Corporation is predicated solely upon the success of the practical folks whom we serve. We prosper because our clients prosper.

Business institutions find that confidence placed in us is well placed. Experience has taught them that our plans are basically sound; that we write copy which needs no revision; that we make layouts which are more than pretty pictures, and that, somehow or other, we have that elusive faculty of securing a *complete* sales effort which results in a definite, traceable profit on every dollar invested in advertising.

We invite correspondence from the executive in charge of sales in any large, well-financed organization, conservative and hard-headed enough to demand a visible profit from each advertising investment.

DEPARTMENT 541-B

THE DIRECT ADVERTISING CORPORATION
INDIANAPOLIS



Coal Dealers' Bureau Gains Good-Will by Advertising

Indianapolis Dealers Show Public They Want to Play Fair in Every Possible Way

By John Lee King

THERE is hardly a commodity, perhaps, that is in greater need of public understanding and good-will than is coal. The coal man is looked upon with suspicion and mistrust—charged with exacting unjustly high prices and delivering short weights. His business is largely misunderstood by the public, frequently because he has not taken the trouble to enlighten his customers as to his business and the various conditions which surround it.

The city of Indianapolis is no exception to the rule. Citizens there are as prone to be suspicious of their retail coal merchants as citizens elsewhere, and, until recently, retailers in coal there have been as negligent of the importance of educating the public as in other cities. At present, however, the coal men of that community are co-operating in a wide-flung campaign to improve business practice within the industry and to sell the community on the service which the coal trade renders.

To accomplish this end the Commercial Credit, Audit & Correct Weights Bureau, a voluntary organization into which its members pay five cents per ton on sales, has undertaken a thorough advertising campaign which includes the use of newspaper and outdoor advertising space. But before advertising, it made certain that it had something to advertise. It adopted a "trade-mark" for its members, which it terms "the sign of the square deal," and then it undertakes to make that slogan good.

Here are some of the things promised to the public in one of its several full-page advertisements:

Protection in every purchase of

coal, building material and cement blocks.

Delivery of exactly what you order, in full measure and correct weight.

Investigation of every complaint against a member of the bureau with absolute fairness both to you and to the merchant.

Justice for you if you have been unfairly dealt with by a member and termination of the offending dealer's membership.

In short, an assurance to you and all the buying public of a square deal and satisfaction.

With this advertisement was listed the names of all members, with the suggestion that the public would protect itself by purchasing from merchants who belong to the bureau. The wagons of all members carry the "sign of the square deal," and the drivers or chauffeurs of these members carry the sign on their cap. Consequently, it is the buyer's fault if he patronizes a dealer whose standard of business principles does not permit membership in the bureau—for any merchant, no matter how large his tonnage, or how small, may join, provided he lives up to the requirements of the organization.

IMPROVED CONDITIONS MADE MANIFEST

"When we first printed that advertisement in Indianapolis papers," explained Frank Laird, manager of the bureau, "we received approximately fifty complaints a day. Each complaint was investigated and the customer satisfied before we got through. If it was a question of coal quality, we had three coal men judge a sample from the delivery and were guided by their judgment. If a lower grade of

coal was delivered than was specified, the merchant was made to remove the coal and replace it with the quality purchased, or to adjust the price to the satisfaction of the customer. If it was a matter of weight, we compelled the merchant to make adjustment that was satisfactory."

The result of the bureau's advertising campaign is twofold: it has practically eliminated short-weight practices among the merchants, and has won for the trade a greater public confidence. The influence of the bureau is shown when it is known that householders practically force their merchants to join, refusing in many instances to purchase coal from dealers who are not members. The bureau has reached the position where it no longer solicits members; dealers solicit membership and are admitted when they come up to standard requirements.

The city is dotted by outdoor signs advertising the association, so that the entire community is made aware of its purpose and the requirements exacted of members.

It was thought desirous to advertise the advisability of buying coal during the summer months this year. Coal was moving slowly, with a potential danger resulting to the consumer. The bureau printed 30,000 copies of a folder explaining the reason why coal should be bought and stored this summer, and by direct distribution reached practically the entire city. The advertisement carried the names of members, and did not solicit business for any one member. It was a co-operative effort for the good of the industry as a whole and for the community, and resulted in greater buying than the city normally sees during the summer months.

Through its system of raising funds, the bureau has at its disposal approximately \$40,000 annually. It will expend the entire amount in a thoroughgoing campaign to establish the industry and in educating the city, through advertising, on the advantages

obtainable by dealing exclusively with its members.

"We feel that we have a real job ahead of us," said Mr. Laird in discussing the bureau's activities along these lines, "and the results show us that we are on the right road. We will continue to advertise to strengthen the good-will we have already created."

Aunt Jemima Company Prints Trade-mark Litigation History

The Aunt Jemima Mills Company, of St. Joseph, Mo., maker of Aunt Jemima pancake flour, has issued a booklet giving the court decisions in the litigation which it inaugurated to protect its trade-mark. Four suits have been won by this company in behalf of its trade-mark, which consists of a bust figure of a full-faced, smiling negress and the words "Aunt Jemima."

The purpose of the booklet, which will be given general circulation, is to head off any possible further attempts, innocently or otherwise, to infringe upon the mark.

"It is hoped," the company announces on the title page, "that we thus may save some from unwise and regrettable steps in the creation of trade-mark devices. It is offered to all who have any part in the designing of or use of such devices, both as a source of information as to what the courts have done to protect us in our trade rights and as a friendly warning to respect them."

Only 100 Per Cent Profit

The proprietor of a chain of candy stores recently reduced prices 50 per cent. He told the public through the newspapers that he and his fellow candy men had been making 300 per cent for several years and that it was time they "got down to reason." Hence the cut which confined his profits to a modest 100 per cent. The deluge of favorable comment from the press must have made him feel like Cæsar on the occasion of a Roman triumph.

There was a time—long, long ago—when a merchant would have hesitated before telling the public that his retail sales profit amounted to 100 per cent. But now—what a privilege to live in an age of such refreshing candor.—*Lies*.

"Foreign Markets" Appoints Paris Representative

J. E. Huber, for a number of years Paris representative of the Allen-Nugent publications, has become associated with the Importer Publishing Co., Boston, as managing director for *Foreign Markets* in continental Europe, with offices at Paris.



To reach this fertile and prosperous market, the use of ALABAMA FARM FACTS is sufficient. With no other medium can you so surely, so economically and effectively cover the rural communities of this prosperous Southern state.

Mr. Benjamin H. Jefferson, the author of the term "Milline," gives in PRINTERS' INK the average Milline rate of farm papers as follows:

The average Milline rate for monthly farm papers in the United States today (49 leaders) is \$14.30.

The average Milline rate for weekly farm papers in the United States today (69 leaders) is \$11.14.

The average Milline rate for semi-monthly farm papers in the United States today (40 leaders) is \$8.06.

The Milline rate of

ALABAMA FARM FACTS

based on a guaranteed circulation of

43,000 is only \$5.90

ALABAMA FARM FACTS

Chas H. Allen, Publisher

Published Semi-Monthly

Member A. B. C.

MONTGOMERY, ALABAMA

Representative: E. KATZ Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

People With Money

That's the kind of folks who read "The CRESCENT." Many publications claim a high class circulation. But, how many can prove it? We can prove our statements because every "CRESCENT" subscriber is a Shriner.

The Proof

that our readers have money and are willing to spend it lies in the fact that they are Shriners. There isn't a "piker" or a "dead one" among the entire half million members of the organization. They buy the best and they pay the price, without quibble or argument.

They're Human

These people want soap and soup and shoes; they want powder and pins and pineapples; when buying them they'll give preference to those things that are advertised in "The CRESCENT."

Let us tell you of a trial plan whereby you can determine just what "The CRESCENT" will do for you. Agencies and advertising executives can get detailed information by writing to

THE CRESCENT

Crescent Building

SAINT PAUL

MINNESOTA

"The Official Publication of A. A. O. N. M. S."

Is "Service" Coming Back?

(Continued from page 6)

called on Mr. Thacher, a letter, containing an unexpected question, had been placed on his desk. The writer of the letter was using regular United States tires on his passenger cars, and was well satisfied, as he was getting a high mileage out of them. He had, however, a Ford truck in use on his country place, which was operated only during the summer and was laid up for the winter. Since he never ran it more than 2,000 miles during the season, he always bought cheap tires for it. They did very well for the short mileage of its annual use. "There is no use," he volunteered, "in buying good tires for those 2,000 miles and then to have them deteriorate during the winter."

"That man," said Mr. Thacher, "is laboring under the misapprehension that he has to use up his tires during the one season and that if he carries them over to the next summer their value will be greatly impaired. Such, however, is not the case. We will be able to assure him that if he buys any good tire, he should be able to use it several seasons."

Now there must be all sorts of mistaken notions like that in the minds of truck owners. Removing these false ideas will not only enable these men to get more economical service out of their tires, but it will be a valuable builder of good-will for the United States Tire Co., and indirectly for competitive manufacturers. Unselfishness is the very essence of good service. In the long run, unselfishness is the most profitable. It might be to the immediate interest of the company to encourage users to buy the most expensive type of tires and to have them wear their tires out quickly, but ultimately such business proves to be a boomerang. A transaction, viewed broadly, cannot be profitable either to buyer or seller, unless it is profitable to them both. The department heard

FLORIDA

Advertising in the Associated Dailies of Florida pays the manufacturer, encourages the merchants, helps your sales.

Daytona Journal.....(M)
 Daytona News.....(E)
 DeLand News.....(E)
 Fort Myers Press.....(E)
 Gainesville Sun.....(M)
 Jacksonville, Florida
 Metropolis(E)
 Jacksonville, Florida
 Times Union.....(M)
 Key West Citizen.....(E)
 Lakeland Star.....(M)
 Lakeland Telegram....(E)
 Miami Herald.....(M)
 Orlando Reporter-Star..(E)
 Orlando Sentinel.....(M)
 Palatka News.....(E)
 Palm Beach Post.....(M)
 Pensacola Journal.....(M)
 Sanford Herald.....(E)
 St. Augustine Record..(E)
 St. Petersburg Times..(M)
 St. Petersburg Inde-
 pendent(E)
 Tampa Times.....(E)
 Tampa Tribune.....(M)

Associated Dailies of Florida

*Wide Circulation
Small Duplication*

For information about the Florida market for advertised commodities, write direct to any or all of these influential dailies.

TO PRINTERS With Grit and Vision

Somewhere, between Chicago and New York, there is an aggressive printer who has the courage, vision and grit to solicit direct-by-mail printing campaigns that will truly help manufacturers sell.

To such a printer is offered the chance to connect with the copy, plan and merchandising executive of the fastest-growing advertising printer in America.

This man has built merchandising campaigns for many manufacturers. His layouts, his plans, his selling ideas have sold a majority of the campaigns thus evolved. He has personally landed several of these contracts. The printer he has been with will double his 1920 volume in 1921 and has enough work to keep busy until February.

Before joining this printer, I had seven years' excellent experience in sales, advertising and sales promotion work with nationally known corporations. I know merchandising and distribution thoroughly. Am 29, married, a college graduate.

I want to hear from the printing concern that wants to grow and will allow me to grow with it. Is yours such an organization?

Address

"P. W.," Box 163, Printers' Ink.

COTTON

The production of 1/8th the South's cotton in 1921 against 1/11th in 1920 is credited to

**Louisiana and
Mississippi**

The phenomenal August-September rise in cotton values has added

\$535,000,000

to Southern farm wealth over and above what was figured before the tremendous market advance.

**Confidence and
Buying Power**

has now been restored to the Cotton Grower.

MODERN FARMING

*The Louisiana-Mississippi
Farm Paper*

New Orleans

Louisiana

from a man who had been cleaning his tires with gasoline and wondered why they wore out so quickly. That man was dissatisfied. The chances are he would have tried a different brand the next time. It was good business to tell him that a tire has to soak up enough stray gasoline in the ordinary course of events and that there is no need of feeding the tires on it unnecessarily.

The introduction of the pneumatic truck tire is one of the greatest boons that has ever been given to the motor truck industry, but there is no gainsaying the fact that the pneumatic is being used under all kinds of conditions for which it is obviously not fitted. There is no reason why pneumatics should be used on heavy coal trucks, for instance. And yet they are being used in that way. It is costing the owner of those trucks too much for tire upkeep. The truck used in the rough-road oil fields, carrying tons of casing, should be equipped with solids and not pneumatics. The pneumatic has its limitations as well as its advantages, and it was clearly to define these limitations that the United States Tire Co. started its service department.

Naturally the work of the bureau will not be entirely negative. It isn't always going to cry "verboten" to the fellow who is using a truck pneumatic or who is about to buy one. A large part of its labors will be to show truck owners when and where and how they can profitably use pneumatics. In the current advertising of U. S. Nobby Cord, for instance, the company emphasizes, "not an enlarged passenger tire, but a truck pneumatic designed and built for trucking conditions. While many still use passenger tires for commercial work, in the 4½ and 5-inch sizes, Nobby Cords yield a lower cost per mile."

There is a big field for the truck pneumatic without using it where it will not prove economical. For many kinds of service, the pneumatic is the ideal tire. A big market for it also is on the front wheels, under certain con-

RACINE

SPLENDID CO-OPERATION

as voiced by a local merchant in
a letter to the JOURNAL-NEWS

The following is a copy of a letter from the leading dry goods store in Racine. The Journal-News made all the arrangements for Dollar Day in Racine and the event was a wonderful success.

ZAHN DRY GOODS COMPANY

RACINE, WISCONSIN

Mr. F. Starbuck,
Care of The Journal-News,
Racine, Wis.

My dear Mr. Starbuck:

Want to thank you for your paper's splendid co-operation in making the Dollar Day such a big success. We did more business than during our Clearing Sale, which is always one of the events of the day with Zahn's. In fact, we would say crowded all day long, even yesterday, so that we were forced to send for extra help.

It clearly shows that co-operation of both merchants and the papers brings results most decisively, and your special publicity on Wednesday evening and Thursday evening gave the sale still further impetus. In fact, in my estimation that added tremendously towards making all a splendid success. Zahn's are in for some of just such publicity and we hope the Journal-News will take an active part when we get the Twelfth Street road opened up with a hummer of a sale for our good country friends. There is no excuse for them not to be able to get into our city with the splendid Twelfth Street road opened up to its entire length of the county.

It is just this co-operation from all sides that makes a city. Let's have more of it.

Again voicing our hearty appreciation, we remain

Yours very truly,

ZAHN DRY GOODS CO.

Edw. Zahn.

EZ/AB
August 13, 1921.

WISCONSIN



"A Subscriber's 350-Acre Field of Certified Seed Potatoes"

One Field—One Owner—One Crop Value \$210,000

And he is only one of the 7,500 subscribers to
POTATO MAGAZINE

POTATO MAGAZINE reaches the cream of the farm field. Its subscribers are farmers whose big money crop is potatoes—a class of people who, this year, will have an abundance of ready cash with which to make belated purchases.

POTATO MAGAZINE

is constructive, practical and efficient. It is the logical medium for reaching the best in the farm market.

The convention numbers, October, November and December, will prove most profitable to the advertiser. If you are planning on exhibiting at either the Duluth or the Milwaukee shows, your advertising in POTATO MAGAZINE will bring you better results. If you are not, then you need advertising space to hold your prestige among your prospective customers.

Special convention copy, designed to reach us by October first, will receive a very good position in the October number. Rate card and full information on request.

POTATO MAGAZINE

620 City Hall Square Bldg.

Chicago, Ill.

ditions, where the rear wheels are equipped with solids.

The United States Rubber Co. has extensively advertised this new service of its tire subsidiary. The initial announcement appeared in business papers, class publications and in about 200 city newspapers. Page space was the rule, except the newspapers where the advertisement measured six-teen inches across four columns. Here is the gist of the copy which was run:

Until now American truck owners have never had at their disposal absolutely impartial, honest advice about the *right type* and *right size* tire for a specific trucking condition.

As much money is wasted today on *wrong* truck tires as on *poor* ones.

The makers of United States Tires are ready to give *anybody* engaged in truck operation a full advisory service in the interest of *greater economy*.

Independent and non-partisan advice. A service by experts who have no theories to try out—who make no favorite of either pneumatics or solids.

The equivalent of a personal consultation with the best tire-engineering brains in the country.

No obligation to anyone who asks for it.

Write to our Technical Service Dept. at any length. On questions involving one truck or a fleet of fifty trucks. Recommendations will be for the *right size* of tire, the *right kind* of tire, and *greater economy*.

To men who are ordering new trucks a special word: Consider tires as a separate problem from the truck itself. Get the right tire equipment for it before it is delivered—not afterward.

Most of the advertisements contained a sample query, which was put in this fashion:

PERHAPS YOUR PROBLEM IS SOLVED
HERE

Q. What is proper tire-equipment for 3½ ton truck operating in Heavy Haulage Work between towns connected by good roads?

A. Front wheels: U. S. Nobby Cord Tires, 7 inch.

Rear wheels: U. S. Mono-Twin Solid Truck Tires, 10 inch.

The work of the Technical Service Department is to give advice on passenger tires also, but since the users of truck tires have more problems, the service will be largely directed toward them. The promotion of the service is to the user rather than to the dealer. This raises a fine ques-

THE MANAGER of Advertising and Sales Publicity of Hare's Motors, Inc., the operating company which advertised Locomobile, Mercer, Simplex and Kelly-Springfield Trucks, will be at liberty almost immediately. *Charles B. Morse*, Hare's Motors, Inc., 16 West 61st Street, New York City. Telephone Columbus 7750.

tion. Why? Wouldn't it be better to instruct the distributor in the niceties of tire technique and let him advise with his customers as to the kind of tires they should buy? Wouldn't that be a short cut to the solution of the difficulty? Apparently it would be easier and less expensive to conduct an educational campaign on a few thousand distributors than it would to campaign on several hundred thousand users. But the company decided that the long way around would be the shortest in the end. It would be hard to get many of the dealers always to be unselfish in the matter. If a customer came in and said he wanted enough pneumatics to equip a half dozen trucks, the merchant would have to be built in a pretty heroic mould to tell the buyer that he really did not want pneumatics. But if the dealer did tell him, would the customer believe him? Perhaps he would go somewhere else and buy his pneumatics. That is just what was wrong with the heating situation, which I described. The contractor recognized only the competitive necessities in the case.

The real needs of the house didn't concern him. That is why true service should be put on a disinterested basis. The architect is giving such a disinterested service to the house builder. Similarly the United States Tire Co. decided that the tire user would have more confidence in its Technical Service Department, organized specially to give disinterested service, than it would in a man whose bread and butter depends on his ability to make sales. The aim of the company is not to take this work away from the dealer because he is incompetent to handle it. Rather its object is to help the dealer with a difficult problem. The company feels it isn't fair to throw all this ticklish and thankless work on the dealer. It is his job to sell, not to educate.

This new activity of the company will be advertised occasionally. It will also be mentioned incidentally in regular tire advertisements. It is also planned to

send a monthly folder to truck owners throughout the country, regardless of what brand of tires they are using. This folder will briefly tell something of the functions of the Technical Service Department. It will also present a typical problem which the department received during the month, together with its answer to the inquiry. The first of these folders has already gone out. The inside of it is reproduced with this article. Because it illustrates the thoroughness of the service being rendered, I am going to state the typical problem and the answer given in the folder. This is the problem:

"I am looking for information as to the proper tire equipment for two sight-seeing buses which I am about to purchase for use between and and upon asking your branch at was referred to your Department.

"These buses are being built on a 3½-ton truck chassis and will carry forty passengers. Do you consider pneumatic tires all around as good equipment for this job, and if so what sizes for front and rear wheels?"

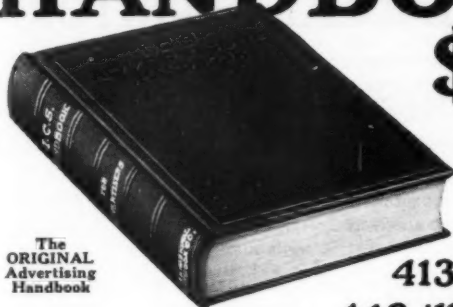
And this is the answer:

"Replying to your inquiry on the above subject, we have estimated the load on each front wheel and rear wheel of the buses you are going to put into operation and believe they will be approximately as follows:

	Pounds
Weight—Truck, chassis and body	10,000
Weight—40-passenger load	6,000
Total weight	16,000
Weight on each front wheel....	2,400
Weight on each rear wheel....	5,600

"We therefore recommend 36x10 United States Mono-Twin Tires for the rear wheels and 38x7 United States Nobby Cord Pneumatic Truck Tires for the front wheels. The Mono-Twin Tire with its cushionings and non-skidding qualities is ideal tire equipment for the rear wheels under your conditions of operation which will be over hard surfaced roads and not at excessively high

Every Advertising Man Should Have This HANDBOOK



The
ORIGINAL
Advertising
Handbook

\$1

413 pages
148 illustrations

HERE'S just the book on Advertising that you need to be your silent but always-ready assistant, to answer your many questions, to teach you new kinks and methods, to be your memory for details about the rules and practices, tools and accessories of the Advertising business.

You can broaden your knowledge with this Handbook—you can make yourself more useful, more efficient. As an advertising man, it will save you days of time, by assisting in the quick handling of details; it will furnish you with new ideas, new ways of using old ideas; every page will return, in service, many times its nominal cost.

As a business man, having goods and service to sell, the Advertiser's Handbook will assist you to increase your business and help you to keep a check on expenditures for advertising and printing; it will teach you to get full value for your money. With it you can quickly acquire familiarity with the technical details of the advertising and

printing arts. As a clerk, book-keeper, stenographer or salesman you can get a thorough understanding of the fundamentals of advertising.

The I. C. S. Advertiser's Handbook explains the following:

How to Write Advertisements
Type and Layouts Proof-reading
How to Order Engravings
Electrotypes and Stereotypes
Embossing, Lithographing, Color
Engraving
Advertising Illustration
Novelties General Advertising
Department Store Advertising
Street Car Advertising
Mail-order Advertising
Outdoor Advertising
Circulars, Catalogs, Booklets
House Organs, Sales Letters, Follow-up

How to Judge Mediums
How to Key Advertisements

Just fill out the coupon below—slip it into an envelope with a dollar bill and mail. This 413-page Advertising Handbook will come to you by return mail.

**You run no risk!
Money back if desired!**

----- TEAR OUT HERE -----

INTERNATIONAL CORRESPONDENCE SCHOOLS

Box 7152-B, Scranton, Pa.

I enclose One Dollar. Please send me—postpaid—the 413-page I. C. S. Advertiser's Handbook. It is understood that if I am not entirely satisfied I may return this book within five days and you will refund my money.

Name _____

Street Address _____

City _____

State _____

NEW ENGLAND

The land for trial campaigns—a nursery for beginners—a proving ground for sales and advertising plans.

IT IS THE IDEAL TERRITORY

Cities close together—no long jumps for salesmen. It is only 12 hours from Bangor, Maine, to Bridgeport, Connecticut—from farthest North to farthest South.

Good jobbing houses—distribution easy and accounts absolutely safe. The jobber and dealer appreciate advertised goods.

Results can be accurately traced. The value of the Advertising Copy and Selling Plan can be determined absolutely. A trial tests your theory and tells you if it is right.

Here is great per capita wealth dominating ability to purchase what pleases them.

Here in New England are the highest ratio of skilled mechanics and skilled factory operators at the highest wages.

You may begin with Maine and run down through the other six States, or begin with Connecticut and run up, or begin with Massachusetts and work out, but cover the local cities—and the results will be exceedingly good.

FIFTEEN LEADERS in Fifteen of the Best Cities

PORTLAND, ME., EXPRESS

Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION LEADER

Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 17,044 P. O. LEADER
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS

Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 53,821 A. B. C.
Population 129,563, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE

Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 75,158
Population 190,000, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM

Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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apply
cord

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speed. We do not recommend pneumatic tires for the rear wheels of these buses because such tires have not been perfected in sizes sufficiently large to carry the load economically. The 38x7 Nobby Cord Tire which we recommend for the front wheels is in general commercial use and is rendering entirely satisfactory service.

"We are enclosing booklet illustrating the proper method of applying and removing Nobby Cord Truck Tires.

"Yours very truly,

"UNITED STATES TIRE Co.,

"Technical Service Dept."

We have described the Technical Service Department of the United States Tire Company in some detail because we believe it fairly answers our readers who have been wanting to know what has become of service. Service is coming back. Whether or not the fulsome folderols of business of pre-war days will come back we don't know. We hope not. There will, however, always be need for that kind of service which tells people how to use a product with the greatest possible economy and so as to get the fullest satisfaction out of it.

Of course it isn't always necessary to continue "service" advertising indefinitely. People learn how to use the product after a time. Then the copy can take up new notes, stopping occasionally, though, to hark back to the old service idea, so as to remind those who are forgetting and also to catch the new customers within the fold.

R. E. Hutchinson Joins Snitzler-Warner Company

R. E. Hutchinson, formerly in the copy service department of the McGraw-Hill Co., Inc., has joined Snitzler-Warner Company, Chicago, as a member of the copy staff.

For the first time in its history China will have an automobile show. The show will be held in Shanghai during the month of November. The "Good Roads Movement" in China is actively supporting the show.

Maine's Timber Lands!

The forests of Maine are converted into paper products by Maine mills, run by Maine waterpowers, and bring millions into Maine annually.

Much of Maine's paper product is produced in factories near to Portland.

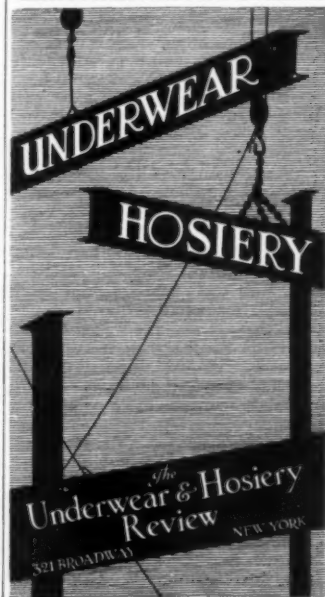
PORTLAND is the Gateway to Maine.

It is the State's great merchandise distributing center.

More than One Hundred Wholesalers located here

EXPRESS Maine's Largest Circulation

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.
Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

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Chicago: G. A. Nichols
 London: Thomas Russell

NEW YORK, SEPTEMBER 22, 1921

Advertising's "The primary duty of organized society," Big Job

says Secretary of Commerce Hoover, "is to enlarge the lives and increase the standards of living of all the people, not of any special class whatever." And he adds that the advance in living standards depends more surely upon the steady elimination of certain wastes than upon great inventions. "The waste of unemployment during depressions; from speculation and over-production in booms; from labor turnover; from labor conflicts; from failure of transportation, fuel and power supplies; from excessive seasonal operation; from lack of standardization; from loss in our processes and materials—all combine to repre-

sent a huge deduction from the goods and services that we might all enjoy if we could do a better job of it."

That those wastes in industry are so plainly apparent is a challenge to the ingenuity and efficiency of the American people, and the Secretary's statement is a direct challenge to advertising to demonstrate its power to aid in their elimination. The elimination of industrial waste is one of the world's big jobs—if not the world's biggest job—and the future of advertising may not inconceivably depend upon the part it plays in the process.

The effect of advertising upon simplification is already fairly well understood. So also is its ability to prevent over-production by stabilizing demand, and to overcome excessive seasonal operation. Its influence upon the other factors of waste above represented may be more obscure, yet the different factors are so interdependent that an effect upon one is likely to be transferred to all the rest.

The point is, in our opinion, that all those who are interested in the development of advertising as a business force, should clearly grasp the fact that the real object of advertising is something more fundamental and more permanent than a mere temporary influx of sales. The broader our knowledge of the effects of advertising, and the surer our ability to apply it to the solution of fundamental problems, the more certainly will it justify its existence as an indispensable aid to industry.

The Dynamite in Demand

Recently the Tide Water Oil Sales Corporation sent a letter to its sales force asking what, in the eyes of the salesmen, were the principal mistakes made by dealers—why so many dealers are just succeeding in keeping their heads above water.

Many answers were received, but a surprising majority of them laid the trouble to one particular failing—the carrying of too many brands of the same kind of goods.

This means that the dealer finds himself with a large investment scattered over a number of competing brands, no one of which is moving rapidly. He is not able financially to buy any one brand in large quantities, thus taking advantage of quantity prices. He does not push any one or two brands harder than others, and the result is that all suffer. If he avails himself of even a small part of the dealer-help material that is sent to him, his store begins to look like an annex to a side show. And then there are the bookkeeping difficulties inherent in a large stock, difficulties not easily coped with by the small dealer.

There is only one way to overcome this problem—and this is suggested by the Tide Water company when it says to its salesmen, "Let us adopt as our chief mission in life, 'Service to the Dealer.'"

The progressive manufacturer has always realized that what he is selling is not only his product, but a service which will teach the dealer to sell that product to the consumer. He knows that it is better not to sell a dealer at all than to sell him just another brand of goods in which he is already overstocked. He realizes that the dealer, left alone to figure out his own selling problem, stands too good a chance of losing out altogether.

Demand in the hands of a manufacturer who does not recognize his responsibilities is as dangerous as a hand grenade in the hands of a two-year-old child. Advertising which creates demand without teaching dealers how to satisfy that demand, is bound to be damaging not only to one manufacturer but to most of his competitors. Three manufacturers selling blindly can go a long way toward undoing the work of thirty manufacturers who sell wisely.

Service—real selling service that goes behind dealer helps, salesmen's portfolios, special weeks, and the other external implications of advertising—is the one factor that can help advertising

approach the mythical hundred-per cent efficiency. Almost a maxim—but too little practiced outside of textbooks and wall mottoes.

The Accountant and "Profes- sional Ethics"

The American Institute of Accountants, in convention assembled at Washington, D. C., is considering the report of a "Special Committee on Professional Advancement," the burden of which is expressed in the following paragraph:

"It is the belief of the committee that the interests of the profession will be served best by the adoption of a rule prohibiting any member of the American Institute of Accountants from circularizing except his own clients, and from advertising in the public prints, and from any other method of publicity which would be deemed unethical by the other learned professions."

Offhand, we should say that the adoption of any such rule would be the surest way to deprive the Institute of some of its largest and most influential members, and the question might well arise whether the flattering unction of "professional ethics" was worth the price. But we don't fancy that there is any very grave danger of the report being accepted. Too many entirely reputable firms of certified accountants are using the force of advertising to good purpose, and without the slightest breach of propriety.

Indeed, there is a good deal of a reminiscent flavor in all this. Time was, if we recollect, when the "learned profession" of banking was considerably upset over the ethics of financial advertising, and some more or less acrimonious debates on the subject enlivened the pages of the banking publications. Advertising, however, has amply demonstrated both its ability and its fitness as an aid to the financial institution, and we have no doubt that it will do likewise in the case of the ac-

countants. To dignify one's calling with a high opinion of its rectitude is entirely praiseworthy, but to assert that the relations of a certified public accountant with his clients are on a par with those of a physician and his patients is, we think, stressing the point a bit too far for sober common sense.

New Advertising Opportunities for Rice

The Bureau of Markets and Crop Estimates of the United States Department of Agriculture, commenting in a recent bulletin on the prospective shortage of the potato crop mentioned the possibility of an increased demand for rice as a substitute for the well-known spud.

When the potato crop is short, rice is the logical substitute food. It would naturally be expected to be drawn upon partly to counterbalance the potato deficiency. In fact it is likely that the rice growers will enjoy an increase in the demand for their product without lifting a hand.

Now that the Rice Millers' Association, however, has experienced the selling power of a well-planned campaign of intensive advertising—consumption having been increased threefold, according to the report of the president of the advertising organization—we should hate to see such a fine opportunity for a timely campaign slip by unnoticed. For be it understood that although those who are close to the crop realize how well rice can take the place of potatoes, it should not be taken for granted that the general public knows all about it. In fact, it is more than likely that the large mass of people will continue demanding potatoes, complaining all the while of their high price and ignorant of the possibilities of rice as an alternate.

Furthermore, there is the opportunity, through consistent educational advertising, of taking rice out of the "substitute" class in countless homes, and giving it a permanent place on the menu.

In other words, advertising could accomplish two tasks right now for the Rice Millers' Association which would be of lasting benefit to the individual growers. It could cash in on the temporary shortage of potatoes by presenting in attractive copy methods of preparing rice to take the place of the spud, and get a lasting hold on the new consumers through a consistent educational campaign.

Successful campaigns similar to that suggested for the rice growers have been described in *PRINTERS' INK* many times. They are among the most significant of the innumerable records chalked up by advertising for the reason that they are designed to help the public solve a real problem.

"The Treat of This Month's Reading"

MORRIS, MANN & REILLY
CHICAGO, Sept. 14, 1921.

Editor of PRINTERS' INK:

In your issue of September 8th, 1921, the article "Drops Exclusive Agent Plan and Sales Increase Tenfold" certainly gave me the treat of this month's reading.

I am confident that we can provide a lot of thought for about seventy of our salesmen if you will be good enough to let me have perhaps a hundred reprints of this article if this article should be going into reprint.

Naturally you understand that I enjoy reading *PRINTERS' INK*, more than ever because you seem to put more "Meat into the Nut" than ever before.

OTTO M. FRANKFORT.

S. Kent Page, Western Manager for "Tel-U-Where"

S. Kent Page has been appointed Western Manager for the "Tel-U-Where" Company of America, New York and Boston. Mr. Page will have his headquarters at Chicago.

The Nichols-Moore Company Obtains Account

Worthington, Bellows & Company, investment firm of Cleveland, has placed its advertising account with The Nichols-Moore Company, advertising agency of Cleveland.

Athens, Ga., Newspapers Appoint Chas. H. Eddy Co.

The Athens, Ga., *Banner*, morning and Sunday, and *Herald*, evening, have appointed the Chas. H. Eddy Company, New York, their national advertising representatives.

MAKING THE CHIP SPEAK



A MISSIONARY once sent a savage back with a note to his wife written on a chip of wood. The savage, knowing nothing of the art of writing, but realizing that in some mysterious way the chip had delivered its message, secretly worshipped the chip thereafter as a god.

If that savage could understand how frequently the paper, that is the medium of a letter, delivers a message also, a message that sometimes confirms and sometimes contradicts the written message, he would be more nearly right in transferring his wonder from the art of writing to that greater art of imparting an eloquent quality to an article of human manufacture which clings to it as long as it exists.

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

The Collegiate World

covers

The College Field at Large

There probably was a college in your town. If so, you remember how the townsfolk's chief interests centered on college doings.

Today's national interest in college life is an enlargement of that spirit. College graduates' and students' connections want to know what undergraduates do, say, think. Thirty thousand read Collegiate World each month to find out.

Such unprecedented reader interest in Collegiate World produces results for advertisers.

For Rates and Sample Copy
Write

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

503 Fifth Avenue, New York
110 S. Wabash Avenue, Chicago

ADMAN'S HANDBOOK on TYPE

Our new book of type shows 50 modern faces, many examples of forcefully set ads, and is full of information for copy writers, advertisers and business executives.

This 112-page book contains a Type Estimating Chart that will enable you to use the exact size type to fit any space. This feature alone will be worth many dollars to you.

\$1.00

Just what you want—in concise form. Fundamentals of good form in composition are fully explained.

With this book (pocket size, 112 pages) you can make type do just what you want it to—the very first time.

Yours for \$1, prepaid. Dollar back if you will part with the book. Ten days' approval. Mail dollar bill to—

ARKIN ADVERTISERS SERVICE

Typographers - Artists
422A South Wabash Ave., Chicago

Advertisers: Get a Hair Cut Before Getting a Hat!

The advertising barbers of New York, the Terminal Barber Shops, seem to be always aware of the value of the news element in their advertising. During the last week when New York newspapers started in carrying much men's hat advertising, this organization sandwiched between two hat advertisements some advice on the relation of a hair cut to the fit of a new fall hat in the following words:

"Some time this week or next you're going to try on a new hat. And if you fit a new hat over an old hair cut you're apt to be out at least a quarter size. It is a point that doesn't really concern the regular Terminal Barber Shop customer, because a man who has his weekly hair cut regularly always fits his hat.

"But we expect a lot of new faces—new heads, if you prefer it—in the Terminal Shops these next few days. You would probably be astonished if you knew the number of men who appreciate these finer points in the interrelation of grooming and dressing. And usually, the keener their appreciation, the more certain they are to entrust the matter of good grooming to the Terminal Barber Shops."

Herbert G. Shepard Joins Keelor & Hall

Herbert G. Shepard, formerly a machine tool manufacturer under the firm name of The Shepard Lathe Company, Cincinnati, has become a member of the organization of the Keelor & Hall Advertising Company of that city.

PAPER SALESMAN

To sell for an established wholesale house. Metropolitan city. Atlantic Seaboard. Successful experience necessary. Must have desire and ability to get business and handle tonnage orders.

Only highest grade capable man will be considered. Address P. G., Box 165, care of Printers' Ink.

Studio—To Rent

64 East 34th St., New York—Ideal for artist or writer either as living apartment or work studio. Excellent location, right in center of town. Large north skylight studio, bedroom and bath. Unfurnished, \$100 month on lease. Apply Harris, Sup't, or phone Griswold, Mad. Sq. 8080.

Farmer and Breeder Buys South Dakota Farmer

The South Dakota Farmer which has been purchased by Farmer and Breeder will be merged with it. Subscribers to the South Dakota Farmer will receive Farmer and Breeder from now on.

South Dakota is one of the most progressive and prosperous commonwealths in the Corn Belt. For a great many years its vast agricultural and live stock interests have been faithfully served by this publication. A large part of our patronage has come to us from South Dakota because of our contribution to the main industry of the state.

The absorption of the South Dakota Farmer is evidence of the extension of our usefulness among the farmers and live stock producers in that state. The consolidation will enable us to better serve the primary business of this rapidly growing state.

Advertisers and agencies can serve their best interests by using Farmer and Breeder for South Dakota.

FARMER AND BREEDER
Sioux City, Iowa

The Little Schoolmaster's Classroom

WHENEVER the Schoolmaster travels, wherever he stops in a city or town, he makes a practice of buying a copy of the leading local paper and reading it clear through—news, editorials, personals and advertisements. For in this way he can get a cross-section view of the life of that city or town while he is right there in its atmosphere. Such a perusal is calculated to get one pretty close to human nature, so close as to upset one's metropolitan sophistication very abruptly and completely at times.

Studying the advertisements of the local merchants is often amusing, if you look at them that way, but if you see in them an earnest, often desperate, attempt to interest the public in what they have to sell, and take into consideration the fact that they actually do sell and help to keep the local merchants in business, you begin to see that copy writing is rather an obvious sort of a job after all. Plain facts written with conviction.

Indeed, if you are successful in completely orienting yourself, you begin to wonder, as you read some of the national advertisers' copy in the local paper, how experienced advertising writers in New York or Philadelphia or Chicago or Boston office buildings can shoot so wide of the mark of local interest!

The Schoolmaster recommends this practice to all members of the Class who write copy, not as an amusement, which it sometimes is, but as a valuable study of life as it is lived outside the commuting belt.

The Schoolmaster has always believed that the general public would be interested in a dignified advertising campaign conducted by some medical or welfare organization to acquaint them with the physiology and anatomy of the human body. There is nothing

more interesting to a human being than himself or herself, yet we quickly forget most of the physiology we learned at school, and most of us never have known much about anatomy. It would be like the discovery of some intensely interesting new subject, to be introduced afresh to our own bodies in an informative and non-technical way.

Having cherished this belief for some time, it has been interesting to your pedagogue to see its soundness conclusively proved over a period of several months.

On West Twenty-third Street, New York, is located the business of the Kny-Scheerer Corporation, purveyor of surgical instruments, hospital equipment and laboratory supplies. This concern has two large show windows. In these windows it installs two kinds of window displays. One week the display will consist of hospital and sick-room supplies, instruments, operating tables, etc. Another week the windows will be devoted to physiological and anatomical exhibits, such as "maps" of the human body, showing the veins, nerve system, etc., skeleton figures, colored drawings of the brain and the various human organs, and the like.

* * *

The displays of hospital and sick-room supplies get but a glance from passersby, but let there be an anatomical exhibit in the windows and there is nearly always a line of people in front of those windows from the time the commuters from Jersey begin to arrive in the morning until the last light at night. Furthermore, people often stand and study these displays for ten minutes or more, fascinated by them. Sometimes during the noon hour, when people have leisure, there is a big crowd in front of these windows reading the descriptive cards and discussing the charts and exhibits.

All this has happened, not



A Flexlume Sign Supplies the Needed Link

JUST a word in his Flexlume Electric Sign gives this dealer the advantage of "U.S." national advertising, the backing in the public mind of a world-known successful organization. That is one of the big advantages of Flexlumes. They "tie" the national campaign right up to the dealer's door.

Flexlume Electric Signs have raised, snow-white glass letters on a dark background. They are perfect day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume Sign to meet the particular needs of your business.

FLEXLUME SIGN CO., 34 Kail Street, Buffalo
Flexlume Electric Signs Made Only by The Flexlume Sign Co.

Ten years' agency experience in production, office management and detail—

Advertising Woman desires to connect with agency or manufacturer who is looking for a competent worker with executive ability and a thorough knowledge of advertising.

Will locate in any section of country. Address "E. J.," Box 151, care Printers' Ink.

NEVER HAVE FAILED

to establish advertising rates that bring adequate profits

Advertising and circulation builder with that record and nationally-known editor would consider offer

TO DEVELOP NEWSPAPER

Either as part owners or on profit-sharing basis

Backed by successful record, they seek opportunity in field that has possibilities.

Address "D. N.," Box 161, care of Printers' Ink.

EVENING HERALD

Leads and increases its lead in **LOS ANGELES**

More readers, more subscribers than a year ago. Sworn government report:

Daily Average **143,067**

More advertisements, more advertisers than a year ago. One hundred and thirty-two use The Evening Herald exclusively in the afternoon field.

Representatives:

New York: Chicago
H. W. Meloney, G. Logan Payne Co.
804 Times Bldg. 432 Marquette Bldg.

merely once or twice, but repeatedly, covering a period of several months. It is an earnest of what we may expect when that day comes that advertising shall be used to acquaint people with their physiological selves as an aid to health and right living.

* * *

"That's quite an impressive solicitation," said a friend into whose office the Schoolmaster happened to stroll the other afternoon. And he handed over a letter he had just received from a service firm. The letter was very brief—just three sentences soliciting this firm's patronage—but typewritten at the bottom of the sheet was a list of about thirty clients this organization had served and to which the Schoolmaster's friend was referred.

That simple list of clients, nearly all of them well-known firms, was more effective than a solid page of "selling talk," and the brevity of the body of the letter served to heighten the effect. It is a good tip for other service concerns who face the problem of

**CLARENCE
COLE**
Lettering, Designing
and Layouts for
Advertising

15 WEST 38TH ST. NEW YORK.

MEAT PACKING

A Five Billion Dollar Industry

Census of 1920 shows:

Annual value of products, \$4,246,200,000

Annual cost of materials, \$3,774,901,000

Number of packing establishments, 1,395

(Does not include 4,000 firms manufacturing by-products, whose source of supply is the packing plant.)

Think of the machinery, equipment and supplies needed to carry on this industry.

The HEADS of the packing houses read THE NATIONAL PROVISIONER. There is your REAL BUYING POWER—the men who control expenditures.

THE
NATIONAL PROVISIONER

407 So. Dearborn St.,

Chicago, Ill.

O. W. GOESS

formerly

Assistant Sales and Advertising Manager

Montgomery Ward & Company

is open for new connection in
Merchandising, Advertising or Sales Work

O. W. GOESS
1932 Larchmont Avenue
CHICAGO

Graceland 3251

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 20,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Knitted Outerwear

*Sweaters
Bathing Suits
and Fancy
Knit Goods*

Sweater News
and Knitted Outerwear

521 BROADWAY
NEW YORK

WESTERN TERRITORY WANTED

Man with agency, trade journal and newspaper experience. Well acquainted in Chicago. Ten years on big Chicago dailies, eight years on leading trade publications. Prefer Auto, Hotel, Farm, Women's Wear, Agr. or business medium. Will consider classified or display managerial position. I have auto to cover territory. Salary or commission.

Write: **C. A. WILLIAMS**
604 Chamber of Commerce Bldg.
Chicago, Ill.

SPECIAL PRINTED FORMS AND BOOKS

We specialize in making specially-ruled and printed forms, systems, duplicating and bound books, loose-leaf ledgers and binders.

Good work, careful attention to details; deliveries when promised; reasonable prices. Send for our representative before placing your next order.

PEERLESS MANIFOLD BOOK CO.
10 Barclay St., New York. Phone Barclay 4483.

HERBERT H. GILES**NEW YORK**

Automatic
Machinery
•
Designers
and
Builders

Better Printing for Less Money

Best Printing—Good Service	Booklets or Catalogs of Low Prices
1000 Printed Book Lettards... \$5.00	1000 Crosses 6 x 9 up from... \$4.00
1000 Printed Envelopes 3 1/2 x 5... 4.50	1000 Crosses 6 x 9 up from... 4.00
1000 Printed Envelopes 6 x 9... 7.50	1000 Crosses 9 x 12 up from... 10.00
1000 Printed Business Cards 3 1/2 x 5... 4.50	1000 Crosses 12 x 18 up from... 15.00
1000 Printed Billheads 5 1/2 x 8... 4.50	1000 4-Page Booklets 3 1/2 x 5... 25.00
1000 Printed Statements 5 1/2 x 8... 4.00	1000 4-Page Booklets 6 1/2 x 9... 35.00
1000 Printed Post Cards 3 1/2 x 5... 8.00	1000 4-Page Booklets 9 1/2 x 11... 45.00
1000 Printed Shipping Labels 2 1/2 x 4... 4.00	1000 4-Page Booklets 11 x 15... 65.00

SAMPLES FREE

SAMPLES FREE

E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO

establishing their standing without blowing their own horns too much or too loudly in their letters.

* * *

"I was very glad to get a little \$3,000 account recently," said an agency friend of the Schoolmaster's the other day. "And not so long ago I would have been tempted to turn down an account that size. The chief thing that influenced me was that the manufacturer has put an appropriation for advertising of \$3 a ton on his annual output. Once before, back in 1915, I took an account, the appropriation of which was similarly determined and the output was 1,500 tons a year and the appropriation less than \$5,000. Business grew fast and it was hard to keep pace with it. The annual production of that company is now over 70,000 tons, and the advertising appropriation, which is now \$5 a ton, is \$350,000. Not so bad! When the advertising started six years ago, the company hoped that some day it might realize its full capacity of 45,000 tons a year. Already it is 70,000 tons, and the output is in a fair way to being doubled as soon as more mills can be built.

MAILING
MULTI-MANUAL
ADDRESSING
ROUTING - 246 SUMMER ST. BOSTON, MASS.
LISTS
Write For "BOOKLET"

THAT AD-MEDIUM MARVELOUS

The Billboard**AMERICA'S LEADING WEEKLY THEATRICAL DIGEST**

NEW YORK
1493 Broadway

ASK THE ACTOR

CHICAGO
35 So. Dearborn St.

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"Perhaps that's one reason why I never dodge an account—no matter how small it is and how much I may lose at first in fussing around with it and preparing ideas—so long as the company bases its appropriation on output and I can see a market somewhere ahead for the goods."

* * *

It has been suggested by no less a personage than the Mayor of New York that the way to make a newspaper behave itself is to put it out of business—on the principle the the only good Indian is a dead one, no doubt. In speaking before the Associated Men's and Boy's Apparel Industries the other day, he said: "I'd like to suggest that if some of you busi-

"Concrete"
COVERS THE CONSTRUCTION FIELD
ABC — ABP
NEW TELEGRAPH BLDG.
DETROIT

PERSONALIZED STATIONERY

100 high quality special size bond note sheets and 100 envelopes are neatly imprinted with any three-line address you designate. Carefully packed and mailed prepaid to your home for one dollar.

Write address plainly.
Sample on request.

\$1 WILLIAM B. SKIDMORE **\$1**
Stamford Connecticut
100 SHEETS & 100 ENVELOPES

FOR SALE

The services of an expert accountant and tax specialist. He has had experience as a public accountant, tax consultant, and executive in a manufacturing establishment.

His character, ability and initiative are adequately confirmed in testimonials from previous employers.

Send me a financial statement of your organization and a few words as to its history. I'll come back with a complete story of myself. Price: \$5,000 per annum. Address "B. R." Box 164, Printers' Ink.

2,000 Charitable Organizations
in New York City spend about

A Million Dollars a Week

The Executives of these institutions, who buy the Supplies, all read

Better Times

New York's
Welfare Magazine

100 Gold Street
New York

Direct Mail Advertising

reduces cost of selling. **POSTAGE MAGAZINE**—published monthly—tells how to write Sales-Producing Letters, Circulars, Booklets, House Magazines. Send \$2.00 for 12 months' subscription.

POSTAGE, 18 E. 18th St., N. Y.

ASK The Search-Light
Anything You Want to Know

A Special Service Organization. See Booklet.

—FOUNDED IN 1895—

Investigators, Researchers, Statisticians,
Writers, Illustrators, Editors.

A Library Comprising Millions of Records,
Clippings and Pictures.

EGBERT GILLISS HANDY

Founder-President and Executive Chairman.
Francis Trowleyan Miller, L.L. D., Litt. D.
450 Fourth Avenue, New York. Editor-in-Chief

TRADE MARKS

Capital Trade Mark & Copyright
Bureau, Washington, D. C., Warner
Bldg., Chicago, Monadnock Block,
Milwaukee, 472 E. Water St.
Representation all over the world.
Send for Bulletin.

FOREIGN PATENTS

**Anuario
LA RAZON**

published annually by Buenos
Aires' leading afternoon daily.

ADVERTISING FORMS CLOSE IN THE
UNITED STATES OCT. 31 FOR THE
1922 EDITION

Write for Sample Copy and Rates

E. H. MILANI

432 FOURTH AVE. MAD. Sq. 3069

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

LAUNDRIES

are big users of

MOTOR DELIVERY TRUCKS

Reach them through the

National Laundry Journal

120 ANN ST., CHICAGO

Member of the A. B. C.

PETROLEUM AGE

Including
PETROLEUM

The back-bone of the successful advertising campaign in the oil industry.

Semi-Monthly—1st and 15th of each month.

28 E. JACKSON BLVD., CHICAGO

Eastern Office: 54 W. 45th St., New York

Members of A. B. C.

American Lumberman

Est. 1873.

Chicago

The Largest Paid
Circulation in the
Lumber Field.

MEMBER A.B.C.

COAL

ANY subscriber of "Printers' Ink" desiring the real facts of the present coal situation can secure the same free of charge by writing the Editor of "The Retail Coalman," a trade paper specializing on all problems bearing upon the distribution and sale of coal to the consumer through the regular channels of the retail coal merchant.

This is not a subscription offer; it has no strings attached to it; it involves no expenditure on your part, except a stamp and the effort required to write a letter to the

Editor of "The Retail Coalman,"
1535 Monadnock Building, Chicago, Ill.

ness men would stop advertising for the next six months, many of these newspapers would have to go out of business, and they would then stop this continual knocking and conform more to decent business methods." Without abating by a jot the respect and confidence which he reposes in Hizzoner the Mayor, the Schoolmaster rises to remark that the business methods of a newspaper which is out of business would be worth going a long way to see.

Will Teach Business Research Methods

New York University will offer a course in methods of business research at the Graduate School of Business Administration. The scope of the course will be the application of economic and statistical principles to practical business problems.

The work will be under the direction of Dr. Lewis H. Haney, who has directed research for the Federal Trade Commission, Southern Wholesale Grocers' Association and the United States Bureau of Markets.

Joerns Agency Has Par-Po Account

The Par-Po Manufacturing Company, Detroit, has appointed the Arnold Joerns Company, Chicago and Detroit advertising agency, to handle its advertising. The Par-Po company makes laundry shipping cases, which are being advertised nationally.

COTTON'S UP!

Merchants need goods.

Sell them through

THE SOUTHERN MERCHANT

"Reaching Retailers"

ATLANTA

GEORGIA

(Established in 1901)

\$50.00 page—\$30.00 half-page
October forms close Sept. 26th.
Wire Reservations

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

WANTED:

Young Business Executive

—who now holds an important position which he has no idea of leaving;

—who might be persuaded to change if the largest opportunity of his life were shown him;

—who would like to tackle and master the *merchandising* and *purchasing* work for a chain-store and mail-order firm whose sales run into seven figures;

—who wishes to receive what he is worth, no matter what the figure may be;

—who would enjoy a happy business family to work in;

—who would like to be one of a young personnel with vision, progressive spirit and speed—and the willingness and funds to back up those qualities;

—who desires to make his last change and settle himself for life, in a sound, stable business already grown to large figures.

A man of the calibre we seek may hesitate to answer an advertisement. Don't have false pride. Big men and big business concerns are coming more and more to make each other's acquaintance through the medium of advertising.

We prefer a man under thirty-five—and a Gentile.

He need *not* have had previous experience as a mail-order executive, nor as a chain-store purchasing agent or merchandise manager.

But he must be a "big" young man, a clear thinker, a good correspondent and a good systematizer, with enough common-sense to be canny and enough initiative to measure up to the opportunities of this unusual position.

Write us about yourself. Give full particulars of your business history, your present salary, bonus, etc.

Your communication will be held in strictest confidence.

ADMINISTRANT, Box 160

Care of Printers' Ink

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED—Circulation Manager for Southern farm paper. Must be thoroughly experienced. Give full details in first letter and salary expected. Address Box 481, Printers' Ink.

World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

PRINTING SALESMAN

Experienced producer wanted, one who controls some business. Attractive salary and commission basis. Address Box 490, Printers' Ink.

Wanted—Advertising Solicitor for fast-growing daily paper in community of 100,000; must be energetic, able to get business and to render copy service. Address Advance, Staten Island, New York.

LITHOGRAPH SALESMAN

Splendid opportunity for real aggressive salesman who has an established trade, with firm established 25 years. Salary and commission basis. Address Box 482, Printers' Ink.

MEDICAL COPY WRITER

Dependable man, 30 or 40, who can write business-getting testimonial advertisements, and medical copy. Want man capable of taking charge later of rapidly growing account. Address P. O. Box 1002, Albany, N. Y.

Copy Writer—Must be able to write strong advertising copy. Should be acquainted with retail store advertising. Wanted by large wholesale house in Chicago. Write experience in detail, enclosing samples of work. Address Box 485, Printers' Ink.

PRINTING SALESMAN WANTED

If you are a "Live Wire" and don't recognize "bad times"; if you KNOW printing and can SELL it, we have an exceptionally paying proposition for you. Our Plant is modern, equipped with up-to-date machinery, and we can turn out the biggest and best jobs at prices that makes getting orders a cinch. Write in full detail to Box 497, Printers' Ink.

WE NEED REPRESENTATIVES AND SALES ORGANIZATIONS

to sell a line that is being used and in demand by the largest and most prominent advertisers. Our line comprises high-class indoor signs of velvet, velour, satin and cardboard reproduced by our patent photographic paint process; also a varied line of fine show-case pads and window displays of character in quantities of 250 up. Acquaintance with buyers of high-class advertising novelties most desired. For particulars address Reproduction Products Co., 174 Duffield St., Brooklyn, N. Y.

Wanted—High-class man to take charge of composing room in plant doing mostly color work, to act as assistant to manager. Also job pressman capable of handling job and Laurette presses, doing color work and embossing. Located in Atlanta, Ga. Non-union. Address Box 488, Printers' Ink.

CATALOG COMPILER—Experienced man to do catalog compiling is desired by large wholesale hardware house in the East, preferably one with knowledge of hardware and automobile accessory business. Write in detail, covering past experience, age, qualifications, salary expected and all details about yourself. Address Box 492, Printers' Ink.

Large well-known concern in eastern Pennsylvania has opening for advertising man capable of writing sound catalogue copy or trade-paper advertisements on technical subjects. Applicant should have mechanical knowledge or technical training back of ability to write good English, as well as experience in an advertising department or agency. Give full details in reply, stating experience, age and salary expected. Address Box 498, P. I.

MAGAZINE CIRCULATION MANAGER—We are looking for a man who knows how to build national circulation. The man we are looking for must be clean-cut, with unimpeachable references as to character and with a record to prove he knows how to build circulation; and he must be able to invest \$2500. To such a man we will make an unusually attractive offer. Give all particulars in first letter. Southern Opportunities Magazine, Anniston, Ala.

SALES MANAGERS, NOTE!

SALES MANAGER, for display fixture company wanted. Must be experienced as sales executive and know how to sell the retail merchant. The corporation is a large manufacturing company producing display equipment for retail merchants' show windows and store interiors. Main Office Chicago. Salary regulated in proportion to gross sales. Wonderful Opportunity for man who can produce results. In reply give full details of past selling experience which qualify you for the position. Box 486, Printers' Ink.

MISCELLANEOUS

FOR RENT

Airy, bright private office furnished. Use of reception room. Telephone and stenographic service if desired. 37th Street, just west of 5th Avenue. Telephone Fitz Roy 1529.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

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Distinctive business cards, letterheads, wedding and other announcements, in engraved and embossed effects. **NON-PLATE ENGRAVING COMPANY, 114 West 56th St. Tel. Circle 3959.**

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

Yes, All Dealers Want Business!

Although you would think the average concern sold pictures.

Reason Why copy appeals to buyers who have money and brains.

Because your advertising is not full paid is no reason why it cannot be made to bring results, by direct mail, at less cost.

I like to fuss with small accounts, even to writing their classified copy.

Lawrence F. Deutzman, Advertising,
507 Fifth Avenue, New York City.

Sales Letters a Specialty
\$25.00 Each.

POSITIONS WANTED

WANTED to write your advertising and sit in on your plans. Can prove ability. Box 494, care Printers' Ink.

WELL-TRAINED MAKE-UP MAN

In advertising department, desires to connect with live publishing house. Capable of assuming full charge of office. Services available at once. Box 495, P. I.

Practical Publicity and Correspondence Counsel. Can serve a few clients. Satisfaction guaranteed. Honest advice with no axe to grind. Expert writing service. Hazeltine, Keene, N. H.

Does a busy advertising or sales manager need a competent assistant with 7 years' editorial, sales and advertising training in mechanical field? Age 25; moderate salary to start. Box 503, P. I.

STENOGRAPHER-SECRETARY

Young lady, four years' literary and commercial experience in publishing and advertising offices, desires good connection. Box 501, Printers' Ink.

EDITORIAL MAN

Young man with 8 years' experience on staffs of consumer and trade papers open for position. Can do reporting, editing and make-up. Address Box 493, care Printers' Ink.

I WANT A JOB

in any department of an Advertising Organization if it leads, eventually, to a copy writer's desk.

Age 21. Well educated. A graduate of the copy writing course at Columbia University. Address Box 487, P. I.

PRESENT EMPLOYER SAYS:

"I wish to thank you for your efforts on our behalf, for they have been more than satisfactory." Transferring account throws out an Advertising Executive, acting as office Manageress. Space buyer. Secretary. Is adaptable, aggressive. Ability proven—you decide salary. Desires immediate or Jan. 1 connection. "Expert," care 919 4th Ave. BUILDING, N. Y. C.

Young College Woman with thorough training in economics, industrial investigation, statistics and principles of finance desires connection with manufacturer or advertising agency. Field and office experience. Box 499, Printers' Ink.

Advertising Manager of Eastern manufacturing company selling nationally through dealers desires change for personal reasons. Young but thoroughly experienced. Sound record; excellent references. Salary \$2,500. Desires quick action. Write Box 483, Printers' Ink.

A MAN WORTH HIRING!

A sound newspaper training, thorough technical knowledge of printing, 13 years' merchandising and advertising experience. What Newspaper or Commercial Printer could use such a man in the Advertising or Business Promotion Department? Box 500, P. I.

Executive seasoned by over ten years' sales, advertising, export experience, seeks connection with agency or manufacturer. Experience includes intensive dealer work covering U. S. and Europe, planning sales campaigns, conducting dealer investigations and editorial work. University graduate. Age 33. Box 502, P. I.

A GOOD COMBINATION

of editorial and business experience, for your trade paper, house organ, or other publication. Young man seeks opportunity where five years' all-around publishing training could be used to advantage. College graduate, highest honors, specialist economics. Box 489, P. I.

Advertising Man with two years' mail-order and newspaper advertising experience in actual preparation of copy and layout for large mail-order house wants position in New York City with Agency or as Assistant Advertising Manager. Knows typesetting, how to buy cuts, art work and engraving. Salary minor consideration. Age 26, unmarried. Best references. Box 491, Printers' Ink.

CAN I SATISFY?

One of our district sales managers recently wrote: "When it comes to getting out folders that are attractive and high grade, we certainly have it all over our competitors." Again he writes: "It (the new ad book) is something we have needed for some time—we have never had anything of this nature to help us select advertising cuts." A sales promotion representative also writes: "All I can say is that the advertising campaign is simply wonderful."

If you have a position for a man of this type, I will gladly show you samples. I am in good health, courageous and anxious to satisfy. Are you interested in a man of this type? Address,

Box 496, Printers' Ink

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12% Gain

The number of national and local advertisers using Thos. Cusack Co. service in Harrisburg, Pa., has increased 12% since July 1st, 1920. Similar reports from our other plants substantiate the statement:

*More advertisers
are using Outdoor
Advertising in 1921
than ever before.*

Thos. Cusack Co.

Outdoor Advertising—Nation Wide

CHICAGO
Harrison & Loomis Sts.

NEW YORK
Broadway at 25th St.

Outdoor Advertising builds sound, enduring business

Cold Facts

Reports of The Advertising Record Company for August, 1921, show that The Chicago Tribune led all other Chicago papers in *Want Advertising*, in *Display Advertising*, in *Local Advertising*, in *National Advertising*, and, of course, in *Total Advertising*. Each month proves afresh that The Tribune is **FIRST** in Chicago.

Leadership in Display Advertising was the natural result of leadership in 20 out of the 27 chief display classifications, as indicated by the following tabulation:

The Tribune was FIRST in:	The News was FIRST in:
<i>Advertising Agencies</i>	<i>Department Stores</i>
<i>Amusements</i>	<i>Dental</i>
<i>Automobiles</i>	<i>Household Utilities</i>
<i>Building Materials</i>	<i>Jewelers</i>
<i>Clothing</i>	—
<i>Confectionery</i>	The Herald-Examiner
<i>Educational</i>	was FIRST in:
<i>Financial</i>	<i>Toilet Preparations</i>
<i>Furniture</i>	—
<i>Groceries</i>	The American was
<i>Heating and Ventilation</i>	FIRST in:
<i>Musical Instruments</i>	<i>Opticians</i>
<i>Pens</i>	—
<i>Public Utilities</i>	The Journal
<i>Publishers</i>	was FIRST in:
<i>Railroads</i>	<i>Medical</i>
<i>Resorts</i>	
<i>Restaurants and Hotels</i>	
<i>Tobacco</i>	
<i>Trunks and Bags</i>	

In connection with News leadership in the largest single division—Department Stores—it should be remembered that The News receives the bulk of the business from cheap, cut-price "bargain basements," while The Tribune is relied upon to sell the merchandise on the main floors and all upper floors of State Street Department Stores. It leads in that type of department store lineage.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation in Excess of 450,000 Daily, 800,000 Sunday